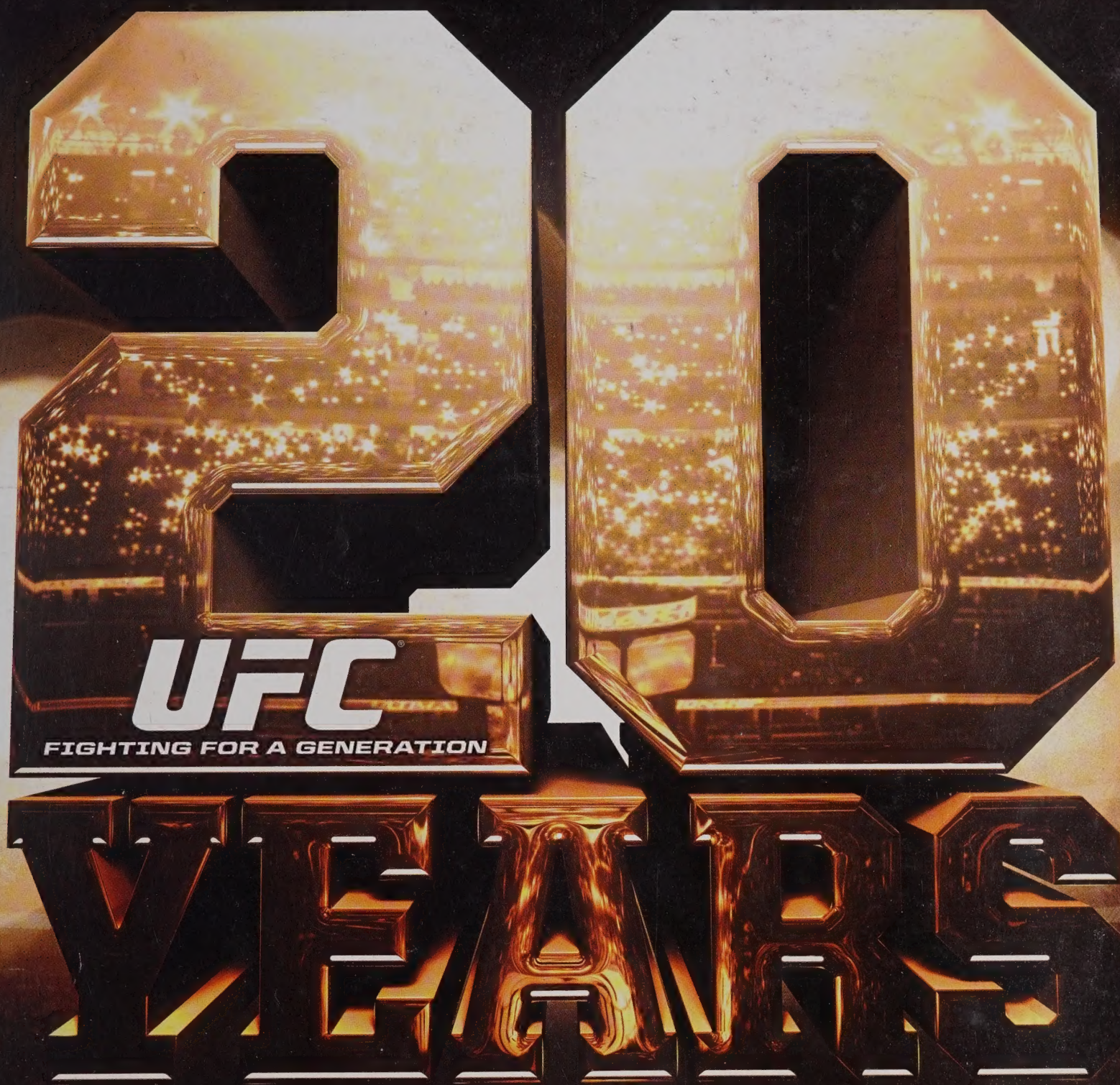


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STRENGTH IN NUMBERS

Broadcasters are consolidating power to extract bigger retrans fees from cable operators

► **plus**

Comcast Unveils Xfinity
For Students — Sans Box



Charter Takes Dip
In the Stream

Meet FCC Chief
Wheeler's New Staff





Charter Charts Organic Growth Path

BY MIKE FARRELL

While the rest of the industry girds for another outcome, last week Charter Communications gave analysts and investors a taste of what it would be like if it wasn't the chief cable consolidator, reporting third quarter results that reflected strong organic growth.

Speculation that Charter is gearing up for a TWC bid before the end of the year continues to gain steam but Charter CEO Tom Rutledge, speaking on a conference call with analysts on Nov. 5, stuck to the fundamentals.

From all sides it was a strong quarter for Charter — basic video subscriber losses were cut drastically, revenue and cash flow were up by a strong 5% and high-speed data and phone growth outpaced last year's performance. The results were in sharp contrast to Time Warner Cable, which reported its biggest quarterly video subscriber loss ever on Oct. 31 — 306,000 residential video customers in Q3, largely due to the month long CBS retransmission consent dispute that blacked out the network to more than 3.2 million TWC subscribers.

The results seemed to justify Rutledge's moves last year to revamp product offerings and packaging, upgrade the plant to all-digital and revitalize the brand.

Charter lost about 27,000 basic video customers in the



CEO Rutledge: "We need to be more than above average."

period, 62% better than the 71,000 it lost in the same period last year. High speed data subscriber additions at 86,000 outpaced the 76,000 added in the prior year while phone additions at 41,000 lagged last year's 54,000 additions.

"The fundamental Charter story appears to be developing nicely," wrote Pivotal Research Group principal and media & communications analyst Jeff Wl-

odarczak in a note to clients, adding that the first step was leverage improved products and customer service to drive revenue generating units, which were up by x in the period. Wlodarczak revised his RGU forecast for 2014 for and raised his year-end 2014 price target on the stock by \$5 per share to \$160, adding that the price increase "does not include any benefit from a potential TWC transaction."

On the conference call, Rutledge said the video gains were a result of Charter's focus on customer service it reduced truck rolls by 16% in the period — and it continued all-digital upgrade, which should be completed by the end of 2014. And to further stress the importance of the all-digital initiative, he added that Charter is actually adding subscribers in markets that have finished the upgrade.

"Our video product has been challenged," Rutledge said, adding the strategy over the past 18 months has been to in-

vest in the video product, transforming what had been an inferior offering to a superior one. "And on the increment, it is [superior]. We still have existing customers though who have an inferior product set and we're in the process of upgrading them to all digital and to our price and packaging combination. As a result of that, we expect to begin to grow video, as well as broadband and voice."

But the Charter CEO also realizes that convincing potential customers that the overall product has improved is not easy. That is evident, he said, in the continued growth of Charter's broadband only customers. Charter ended the period with 1.3 million residential non-video customers, up 26% from 1.04 million in the same period last year. Non-video customers now make up about 24% of Charter's total customer base.

That surprised Rutledge, who said it was due in part to changes in the way customers consume entertainment.

"But the bigger part of it is that Charter's video product was inferior, and we had brand issues around that," Rutledge said.

Charter has made moves to improve the brand — he said customer perception of Charter has risen from worst in the industry to above average — but there is more to be done.

"I think we need to be more than above average," he added. "Our new customers have very high opinions of their service levels with us. So the time has come, I think, for us to begin to rebrand Charter and to go forward with a more aggressive push into the marketplace with our video product and our triple-play." ○

Facing Increased Competition, Cablevision Sheds 68K Subscriptions

BY MIKE FARRELL

Cablevision continued to struggle with increased competition and its own past success in the third quarter, reporting its biggest basic video losses since the fourth quarter last year — when its service territory was devastated by Superstorm Sandy.

The New York metro area's predominant distributor also is calling an end to repetitive pricing promotions.

Cablevision shed 37,000 basic-video customers — its biggest video losses since the 50,000 customer drops in fourth quarter of 2012. But some analysts were more troubled by the MSO's losses in high-speed data customers — down 13,000 in the period — and phone subscribers — a decrease of 18,000.

"Losing subscribers in all three products is shocking and speaks to either rising competition from Verizon FiOS or worsening product positioning," wrote Nomura Equity Research analyst Adam Ilkowitz in a note to clients.

Others were equally disturbed by the heavy decline in Primary Service

Units, a combination of video, voice and data additions. PSUs, which usually skew positive as high-speed data and phone additions make up for video losses, were negative 68,000 in the period.

ISI Group media analysts Vijay Jayant and David Joyce wrote that while average revenue per unit was up in the period — one of the few bright spots in the quarter — the PSU losses were too big to ignore.

"With capital returns still on hold (other than the dividend), the positive ARPU trends are offset by significant subscriber losses, and as such, we remain on the sidelines," the analysts wrote.

Investors seemed worried as well — Cablevision shares were down almost \$1 per share (6%) in early trading Friday.

On a conference call with analysts to discuss quarterly results, Cablevision CEO James Dolan said the video subscriber losses were in part due to the company's strategy to end what it called repetitive pricing promotions, where customers move back and

forth between providers and deals.

Dolan also said that the strategy will extend into retention — so customers that threaten to leave won't receive a price cut just to remain on the subscriber rolls. Instead, he said the Bethpage, N.Y.-based operator will focus instead on improving the customer experience and connectivity to its products.

Cablevision has struggled of late to squeeze more growth out of its industry leading penetration rates and aggressive competition from telco Verizon Communications' FiOS product.

The declines also led to a 4% dip in adjusted operating cash flow for the company, as revenue increased 1.8% to \$1.6 billion in the period.

On the customer service side, Dolan said Cablevision reduced total call volume by 8% year-over-year, truck rolls by 28% and repeat trouble calls by 40% in the same time frame.

While noting that the "crystal ball is pretty murky," Dolan added that Cablevision is seeing an increase in data usage by customers, particularly younger ones. As usage and connectivity become more important to the customer base, it creates opportunities for a company with strong customer service and a reliable network. ○

Subscriber Revolt

	Q32013	Q42012
Basic Video	-37,000	-50,000
High-Speed Data	-13,000	-5,000
Phone	-18,000	-10,000

SOURCE: company reports

An Immersive App For Classic Film Fans

BY MICHAEL REYNOLDS

Turner Classic Movies last week quietly moved into the TV Everywhere arena, offering simulcasts of its East and West Coast feeds to authenticated video subscribers via its website and on iOS and Android mobile devices via the “Watch TCM” app.

But the vintage film proponent, now celebrating its 20th anniversary and counting some 80 million subscribers, has brought much more to the platform than streaming simulcasts of *Gone With the Wind*, *From Here to Eternity* and *A Streetcar Named Desire*.

“Watch TCM” is also making more than 300 vintage theatricals available on demand each month, introduced by TCM hosts Robert Osborne and Ben Mankiewicz. Additionally, the app and website feature an array of curated material, including extensive film synopses, cast bios, trailers, clips and photo galleries, plus what channel executives say are TVE firsts relative to programming alerts, social media interaction and comprehensive blogger enhancements.

TCM’s TVE debut follows sister services TBS and TNT’s platform bows this past summer and was more than a year in the making. Many of the features were influenced by fans, who provided feedback via the TCM.com website and during multiple focus groups during the TCM Film Festival in Hollywood. In addition, TCM engaged in dialogue with its “inner circle” of fans and at sessions at Media Lab at the Time Warner Center in Manhattan.

“We asked a lot of questions and received a lot of comments,” said Richard Steiner, vice president of digital activation for TCM. “We wanted this experience to be very deep and immersive for classic movie fans. We didn’t want to rush to market.”

Noted senior vice president of digital, affiliate, lifestyle and enterprise commerce for TBS, TNT and TCM Dennis Adamovich: “TCM viewers are a little different than most TV watchers. They want to share in our expertise and curation. It’s like a snowflake, adding a little bit more about each movie.”

Viewers can plan their schedules with a two-month interactive schedule. On-demand movies can be searched by TCM themes like “The Essentials” and “Friday Night Spotlight,” as well as by actors and other criteria.

Watch TCM features a daily mosaic of a



TCM released a TVE app for film fans.

star’s face — Vivien Leigh and Burt Lancaster are among the notables that have been displayed thus far — with users rolling over the tiles to discover which VOD titles are available that day.

The films are supplemented by thousands of trailers, clips and other content pieces, including previews of upcoming TCM programming. Image galleries are chock full of film photos and posters that fans can share via Twitter, Facebook and Instagram.

“In addition to watching the films, TCM fans want to look at the films’ galleries and the posters, read the actors’ bios and find out about their milestones,” Adamovich said. “They want to absorb as much as possible about classic movies and their stars. Richard and his team have done a great job pulling in all this meta-data.”

Steiner said the app also proffers such unique TVE components as subscriber mobile alerts pointing fans to upcoming titles or films starring their favorite actors. He also talked up a dynamic fan feed-sharing feature through which users can generate time-stamped comments to any of the on-demand films that can be seen by other fans. They can also stimulate fan interaction by posting their comments to Twitter or Facebook, as well as read comments from their peers. Steiner also lauded the “TCM Blog Reader,” which houses curated entries from leading vintage film writers

“[It] brings curation to the forefront like nothing has done before,” Adamovich said.

10 STORIES THAT MATTER

1 Strength In Numbers

A predicted consolidation among big cable operators is still a theory, but the formation of big, retrans-hungry broadcast groups is well under way (see page 12).

6 Sweet Tweet

Social media juggernaut Twitter’s initial public offering was met with intense enthusiasm on Nov. 7. Will the momentum bring profits (see multichannel.com/Nov11)?



2 Wheeler Picks His Team

New FCC chairman Tom Wheeler named some top lieutenants last week, including one who’s a public-interest advocate (see page 4).

7 More Q3 Earnings

Read all about DirecTV, Scripps Networks Interactive, Time Warner Inc., AMC Networks and others’ results (see multichannel.com/Nov11).

3 20 Years in The Octagon

The mixed-martial arts organization has accomplished much since its first pay-per-view event in Denver in 1993; see special supplement (see page 16).

8 JFK’s Fatal Day

Three new documentaries about Dallas on Nov. 22, 1963, elicit fascinating details about Lee Harvey Oswald and other principals (see page 10).

4 Charter Steps Into Stream

CEO Tom Rutledge says the service, delivering more than 100 channels to subscribers’ devices, is the start of something big (see page 34).

9 Bye, Blockbuster Stores

The remaining 300 Blockbuster home-video stores will close down, parent Dish Network said, but the brand will live on in digital form (see multichannel.com/Nov11).

5 Atlanta Braves Cap

Comcast is floating usage-based pricing in Atlanta with a cap of 300 GB/month. Going over will cost \$10 for each additional bucket of 50 GB (see multichannel.com/Nov11).

10 Google Fiber Effect

Municipalities, now including Los Angeles, are being inspired by the Google Fiber rollouts to create ultra-fast broadband networks (see page 40).

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Wheeler Outlines His Plan

Federal Communications Commission chairman Tom Wheeler last week outlined a broadband-centric vision for the FCC and said the rights of users and responsibilities of networks would not change even as technology does, though the same may not hold for all the regulations that applied to the old order.

Wheeler addressed a standing-room crowd of FCC staffers Nov. 4 after being sworn in as chair by acting chairwoman Mignon Clyburn earlier in the day — Clyburn literally handed a baton to Wheeler to mark the transition.



MCN: You came in with a well-defined approach to your job. What will drive your decisions?

Tom Wheeler: I will make decisions based on the information presented and the facts in a particular situation, but here are three general prisms that I would use to look through.

One is that obviously our goal has to be about economic growth and success, and that the models have changed. The federal government dictating things in great detail to the marketplace is the model that shouldn't exist anymore. We need to be as nimble as the technology that we deal with, and I think the key to nimbleness is competition. It is the forces of competition that can drive expansion of services, that can drive the reach of networks, that can drive pricing, that can drive the speed and capability of networks. And, therefore, our first job ought to be to promote and protect competition and where it exists to make sure that it continues.

MCN: You said that part of ensuring that growth and innovation was making sure there are "adequate amounts" of spectrum. How do you ensure that?

TW: What was it that Mark Twain said? "I'm putting all my money in land cause I hear they ain't makin' it no more." That is the reality that we are facing in spec-



"We need to be as nimble as the technology that we deal with, and...the key to nimbleness is competition"

TOM WHEELER

trum. The question is how you get the most efficiency with the fixed amount of spectrum we have. It is a simple question in that regard. You cannot invent it. You cannot grow it. You have to make sure you are using it as efficiently as possible and fortunately technology keeps allowing you to do that.

Broadcasters have been concerned about a "just take it back" philosophy as opposed to take back but also look at the other side of the equation, which is efficiency.

I think that the question on the table is how we use spectrum most efficiently, and it applies across the board. In the past, and in the very near future, I am talking to the Defense Department about this same question.

MCN: And the second prism?

TW: The second prism I have started calling "the network compact." That there has always been a set of values that govern the relationship between those who build and operate networks and those who use them, and in the new network world — I don't think it is this specific or that specific thing, but it is: What are the values that all of those things represent? And I would make sure that those values aren't lost in that transition.

He followed that up with a blog post — he was a frequent blogger on mobile media issues while a venture capitalist — outlining his general vision. (To read the blog, visit multichannel.com/Nov11.)

He said the three prisms through which he would view decisions were promoting growth, maintaining the historic "compact" between networks and users, and making sure those networks "work for everyone."

As he prepares to tackle the big issues of the day — auctions, the IP transition, broadband deployment and more — Wheeler withheld views on specific cases, but expanded on his FCC regulatory world view.

MCN: You said about that second prism that a change in technology does not change the rights and responsibilities of networks and users. That sounds like you could be talking about anything from IP interconnection, to Title II to how you define an MVPD?

TW: I think they would all fit under there. The question is what decision gets made.

MCN: And you haven't made any decisions on those yet?

TW: Correct. I go back to what I said about making decisions based on the facts before us.

MCN: And the third prism?

TW: The third thing is that a network by itself is nothing. Unless a train rolls down the track, there is no value. Delivering fiber to your home is of no value unless the fiber does something. So what it is that networks enable is equally important. How do we make sure we are helping networks enable as much as possible?

MCN: For instance?

TW: For instance, high-speed connectivity of schools, so schools can be in the 21st century, or the ability of the disabled community not only to have access to networks but be able to benefit from new kinds of applications that can be helpful.

We ought to ask ourselves, what is it that happens from the network? Not just, is there a network?

Those are the three prisms, and whenever an issue comes up you apply one or more of them. ○

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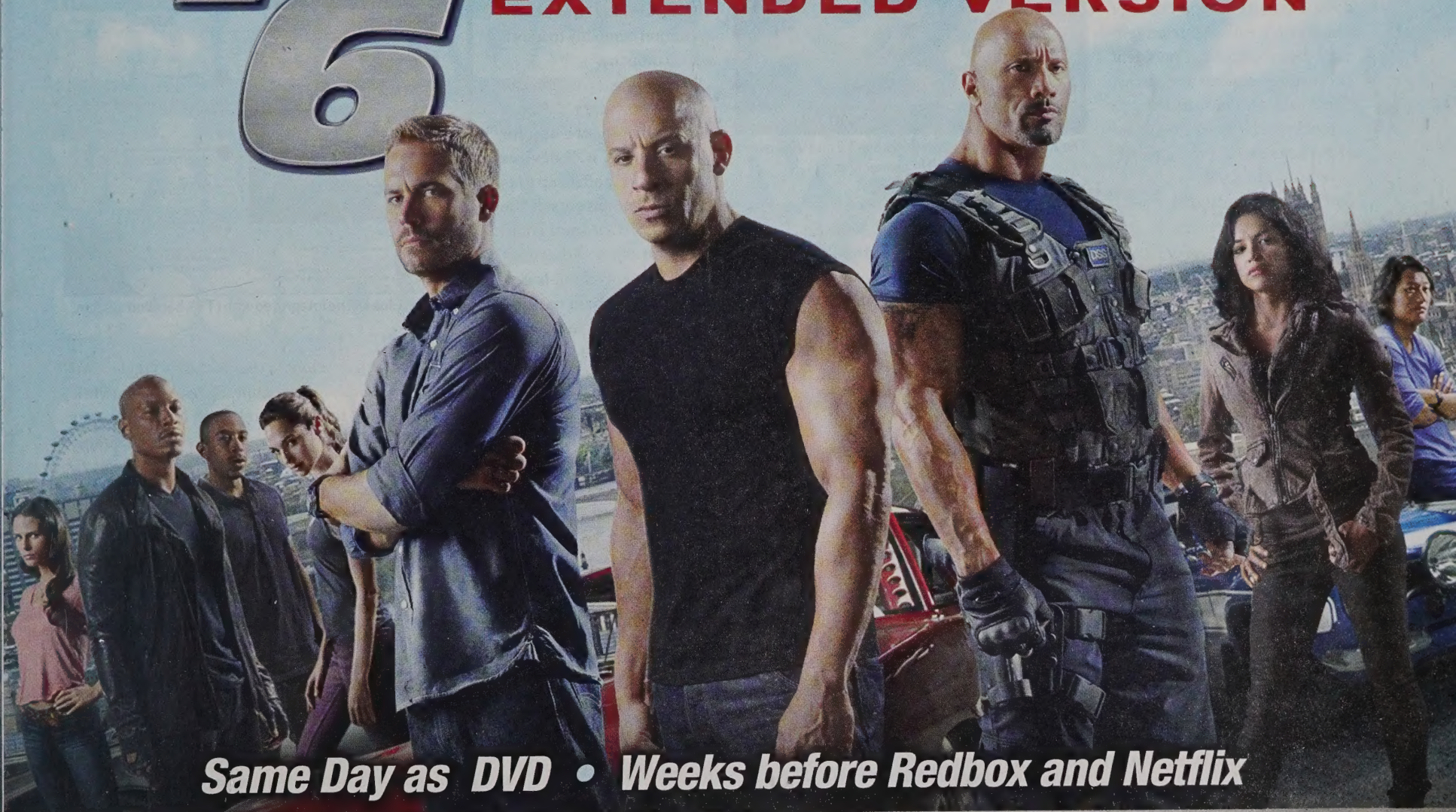
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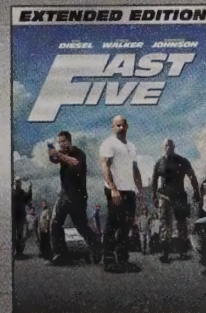
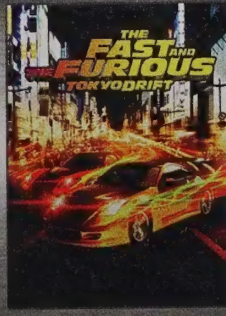
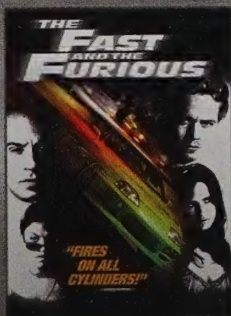
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Comcast Video Service Lights Up Universities

BOSTON'S EMERSON COLLEGE IS FIRST STOP

BY JEFF BAUMGARTNER

PHILADELPHIA — Comcast launched an IP video service tailored for college students that doesn't require set-top boxes or costly truck rolls, Marcien Jenckes, the executive vice president of consumer services at Comcast Cable, said last Thursday (Nov. 7).

Jenckes, the keynote speaker here at the "Impressions Everywhere" event put on by Comcast Spotlight at the Comcast Center, said the operator introduced the trial service a couple of weeks ago at Emerson College in Boston. The topic came up when he was asked a question about the MSO's IP-capable X1 platform.

Jenckes said the campus-based service runs on the company's X1 platform and is being delivered to laptop Web browsers connected to the campus network.

"There's no set-top box; there's no truck roll," he said. "It's the X1 platform that's delivering this experience." Jenckes noted that students will eventually have the ability to subscribe to premium services such as HBO with a credit card.

COMING SOON: APPS

Comcast has nailed up details of its emerging "Xfinity on Campus" IP video service at www.xfinityoncampus.com. The service, which uses adaptive bit-rate streaming, supports live TV and video-on-demand on laptops and desktop computers "anywhere on campus," with plans to extend the reach to tablets and smartphones "soon," according to the site. Comcast allows students to register up to three devices, but they can only stream video to one device at a time.

The campus-based IP video service is authenticated with access limited to the on-campus IP network. Students are required to log in with their credentials and click on a "Start Watching" button to launch the Xfinity on Campus player. Comcast, the site notes, is also developing an "Xfinity on Campus App" that will simplify the login process. Premium services, including Streampix, will eventually become part of the service.

The website does not provide a detailed channel lineup, but it apparently closely mirrors Comcast's regular residential TV lineup. "Xfinity on Campus IP-Video channel numbers match the Comcast channel lineup in your location," the site explains.

"What we launched at Emerson is an example of how



The Xfinity on Campus delivers live TV and VOD over a managed IP connection.

TAKEAWAY

Comcast's new college-tailored video service opens a new market and sets the stage for a wider rollout of other IP video services.

we can take this X1 platform and serve individuals instead of serving homes," Jenckes said, noting that it's an example of how Comcast is transforming "from a construction company to a software company."

That transformation can be seen in Xfinity TV Go, a new authenticated app for Android and iOS devices that currently offers up to 35 live TV channels outside the

home. Comcast also offers a smaller batch of linear channels on its TV Everywhere Web portal. Some of that work ties back to VIPER, a largely "homegrown" cloud-based, IP video infrastructure that Comcast has built to deliver a mix of on-demand video, live TV streams and other digital media to connected devices.

But Comcast is far from alone in developing services that cater to on-the-go college students, who are more

apt to consume video on tablets, PCs and smartphones than they are on televisions. Philo, a Boston-based startup that counts HBO and Mark Cuban among its backers, has also launched an IP video platform coupled with a cloud DVR service that runs on browsers, Roku boxes and the Ap-



Marcien Jenckes

ple TV (using AirPlay Mirroring). The company, formerly known as Tivli, has already signed on several schools, including Yale University, Fort Hays State University, University of Washington, Harvard University, Wesleyan University, Pepperdine University and William Patterson University of New Jersey.

Jenckes was also asked about Comcast's plans to license X1 to other cable operators. Jenckes said: "There are lots of initiatives we are pursuing to try to raise all boats. And to the degree that we can make the investments we've made to help other operators...we are thrilled to do that. We're in active dialogue around it and we're in active dialogue around a hundred different things."

Jenckes said X1's initial foray into IP-connected apps like Pandora is just the start, noting that Comcast will "soon" integrate its home security and automation product with the platform. ○

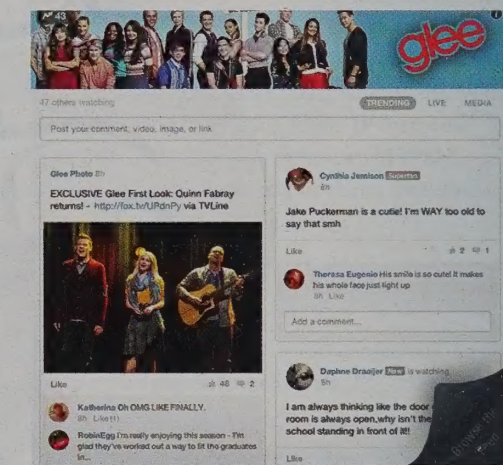
i.TV Gets GetGlue

BY JEFF BAUMGARTNER

The latest attempt at acquiring GetGlue is expected to stick this time.

i.TV last week inked a deal to acquire GetGlue, a developer of second screen apps and affinity-based TV "check-in" features that touts a registered user base of 4.5 million users.

The deal begins the expected consolidation of what's become a fragmented market of second



GetGlue will be integrated with i.TV's backend system.

screen app developers that includes Voggle, ConnectTV, BuddyTV and Dijit. Shazam, meanwhile, is expected to pursue an IPO as its exit strategy.

The i.TV/GetGlue deal is the second time at the alter for GetGlue, which has raised about \$25 million. About a year ago, rival second screen firm Voggle struck a deal to buy GetGlue for \$25 million plus stock that would've pushed the value of the deal beyond the \$70 million mark, but the deal was called off in January 2013 because Voggle failed to raise the necessary funds.

Financial terms of the i.TV/GetGlue deal were not disclosed, but i.TV CEO Brad Pelo told *Multi-channel News* that his company plans to maintain and improve GetGlue as an independent product, and integrate GetGlue and its "superfans" with the i.TV backend platform, which powers second screen and social TV apps for several brands, including AOL, Huffington Post, *Entertainment Weekly*, Telus, and Nintendo TV, the service bundled into the Wii gaming console.

i.TV, a five-year-old company that claims to have 15 million people using its common backend system, said the addition of GetGlue will expand its overall audience and its advertising business model.

Pelo said it has not yet been determined how many of GetGlue's 48 employees will join i.TV, but acknowledged that there will be a "reduction in force" due to overlapping functions.

GetGlue will remain in New York, but among execs who will not stay with i.TV post-merger are GetGlue CEO Alex Iskold and Evan Krauss, the former Shazam exec who was named president of GetGlue in June. ○

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Starz Retools Encore Nets

BY R. THOMAS UMSTEAD

Starz this December will unbundle Encore Espanol for distribution on Spanish-language tiers, one of several changes planned for the eight-channel Encore multi-

plex suite of networks.

Beginning Dec. 2 the company will rebrand its Encore Drama channel to Encore Black, targeting African-American viewers, while catering to baby boomers with the rebrand of Encore Love to Encore Classic, said David Baldwin,

executive vice president of program planning for Starz. In addition, the network will target young viewers with a daily, eight-hour primetime/late night block of horror films via its Encore Suspense channel.

"We never like to rest on our laurels; instead we wanted to take a great product and make it even better and, to a great extent, make it stickier to audiences," Baldwin said. "Instead of trying to create something new and better out

of the inventory and work it out toward the subscriber, we decided to take a look at our subscribers and work it back into creating channels specifically for them."

Encore Espanol, launched in May and currently carried by telcos AT&T U-verse and Verizon FiOS, can now be offered outside of the Encore multiplex package by distributors on a lower-cost,



Different Strokes

Spanish-language tier.

"We feel that there's room for a network that caters to first- and second-generation Hispanics," he said.

Looking to cater to an older African-American audience, Encore Black will feature targeted movies from the 70s, 80s and 90s such as *Losing Isaiah* and *Ali*. In addition, the network will feature classic sitcoms including *What's Happening!!*, *Different Strokes* and *227*.

Baldwin said Starz in Black has been one of its better performing channels. With African-Americans watching 37% more television than the U.S. television average, according to Nielsen, it made sense to offer the service.

Encore Classic will target viewers 50 years and older, who watch 24% more hours of television than the rest of the population, with such films as *Kramer vs. Kramer*, *American Graffiti*, *Independence Day*, *Austin Powers* and *Good Will Hunting*. Classic will also feature sitcoms, including *Murphy Brown*, *Magnum P.I.* and *Night Court*.

Between Encore Espanol, Encore Black and Encore Classic, Baldwin said, the company is targeting "the new majority in America" of African-Americans, Hispanics and baby boomers.

In a nod to the 18-49 crowd, Baldwin said Encore Suspense will program a nightly 9 p.m.-5 a.m. "Graveyard Shift" block featuring horror films such as *Amityville Horror*. ○

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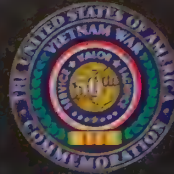
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Halo Awards Tell Stories Live

HOST NICK CANNON EXPECTS 'DIFFERENT ENERGY' NOV. 8

BY R. THOMAS UMSTEAD

Nickelodeon is hoping to create a halo effect for its public affairs and social-media outreach efforts with its Nov. 8 live TeenNick Halo Awards telecast.

The TeenNick Halo Awards, the brainchild of actor/producer/director Nick Cannon, celebrates four teens doing exceptional work within their communities. It has grown from a small, taped ceremony that aired on teen-targeted network TeenNick to a celebrity-driven live event airing on more broadly distributed Nick-at-Nite.

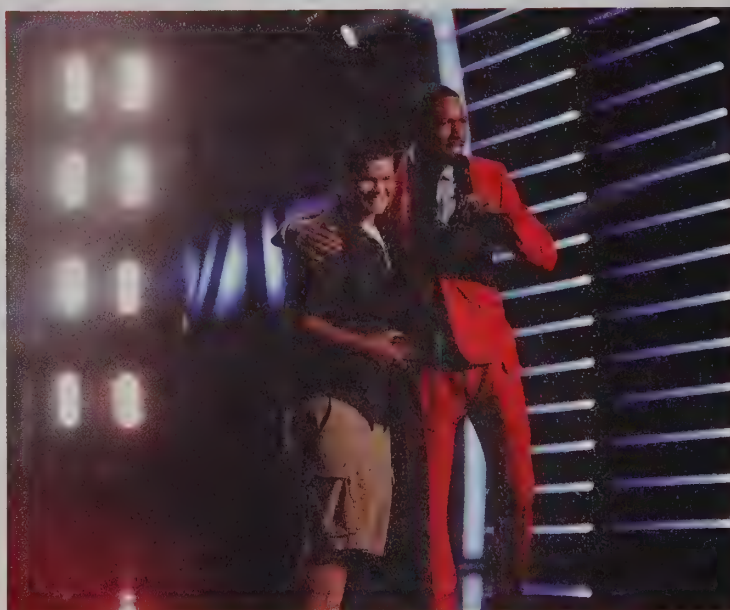
This year's program will feature singer and talk show host Queen Latifah, basketball pro Chris Paul, and actors Josh Hutcherson (*The Hunger Games*) and Shay Mitchell (*Pretty Little Liars*).

"It started off as an idea to give young people the opportunity to shine a spotlight on the good things that they were doing in their community," Cannon told *Multichannel News*. "From there it's turned into a huge show that keeps getting bigger and bigger every year."

He said the live aspect will certainly bring a "whole different energy to the show" than in previous years. Last year's event generated 1.2 million viewers, but Jean Margaret Smith, senior vice president of public affairs

TAKEAWAY

The live telecast of the TeenNick Halo Awards on Nick-at-Nite continues the growth of the community aid-focused event.



Nick Cannon (r.) congratulates TeenNick Halo Award winner Zachary Kerr.

for Nickelodeon, said the success of the Halo Awards goes beyond ratings.

"It's a hallmark of Nickelodeon's pro-social initiative and it's in keeping with Nick's 34-year commitment to inspire kids to take action to make a difference in their communities," Smith said. "It's not about ratings — it's about Nickelodeon and its ongoing commitment to address very important issues that are relevant to kids."

This year's Halo Award winners include Miranda Fuentes, 16, of Pembroke Pines, Fla., who has spent the past five years volunteering with Surfers for Autism; Zachary Kerr, who became a positive advocate for the transgender community, facilitating educational programs through Greater Boston PFLAG; Rocio Ortega, who works extensively with Global-Girl Media, a non-profit organization dedicated to empowering girls from under-served communities through new media leadership training; and Denzel Thompson, a co-founder of Philadelphia Urban Creators (PUC), a youth-led organization that grows organic food and turns blighted areas into models of urban sustainability.

Along with the celebrities who will present awards to the four winners, the special will also feature musical performances from Grammy-nominated Fall Out Boy and teen pop star Austin Mahone.

Dax Shepard (*Parenthood*), Darren Criss (*Glee*) and Chloe Bennet (*Marvel's Agents of S.H.I.E.L.D.*) will also appear

on the 90-minute telecast, to be rebroadcast on TeenNick Nov. 18.

On the social-media front, the network will encourage viewers to tweet and Instagram pics to its "Halo Hive" interactive media lounge. Viewers can also take to Twitter via the #HALOawards hashtag to share how they plan on helping and leading others in their own communities. **O**

REVIEWS

Capturing Oswald

Military Channel, Tues., Nov. 12, 10 p.m.

The Day Kennedy Died

Smithsonian Channel, Sun., Nov. 17, 9 p.m.

Lee Harvey Oswald: 48 Hours to Live

History, Fri., Nov. 22, 10 p.m.

★★★★☆ Even though he got away from the Texas School Book Depository, Lee Harvey Oswald was in Dallas police custody only 88 minutes after shooting and killing President John F. Kennedy — and then fatally shooting a Dallas police officer, J.D. Tippit.

And then, "within 48 hours it will all be undone, and the remarkable police work forgotten," as the Military Channel documentary, *Capturing Oswald*, aptly notes.

Oswald died, we learn from History's *Lee Harvey Oswald: 48 Hours to Live*, 48 hours and several minutes after Kennedy, in the same hospital.

Jack Ruby, a local nightclub owner, sneaked into a crowded municipal basement where Oswald was being transferred and shot Oswald, on live TV.



These time rings help frame three engrossing cable documentaries, a structure into which many forgotten, stunning details emerge about the events surrounding the assassination that took place 50 years ago this month.

Smithsonian Channel's offering, *The Day Kennedy Died*, sets itself apart by using film of Jack and Jackie's appearance the morning of Nov. 22 at a chamber of commerce breakfast in Fort Worth, Texas. The president was on the dais first, and there was a delay before the first lady arrived and made her way to center stage. Kennedy begins his remarks by saying, as he did in Paris two years earlier, that once again he's the man who accompanied the first lady, this time to Texas. Film of their arrival at Dallas's Love Field later that

morning is similarly stirring.

The History doc moves quickly to Oswald's shooting of Tippit, who spotted Oswald walking (possibly suspiciously) along a residential street in the Oak Cliff neighborhood. Those moments are recreated compellingly, as are the hunt for Oswald, his capture in the Texas Theatre and later interrogations.

Subtle differences mark the retellings. Military's *Capturing Oswald* has him nearly arrested in the School Book Depository — he was released when the manager identified Oswald as an employee there — and then taking a bus and a taxi to a location near his home, where he got the handgun he used later to shoot Tippit.

History's doc does not include those details, but later extensively re-enacts Oswald's estranged wife Marina's visits to him in jail. On one visit, she put a photo of Oswald holding his rifle into her shoe, intending to discuss it with him.

Lee Harvey Oswald: 48 Hours to Live also persuasively shows that Ruby acted out of impulse and not as part of a conspiracy. Among other things, he left his beloved dog in his car on the street.

Eyewitness interviews, some shared, some exclusive to each documentary, round out the skillful storytelling of each of these features. **O**

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STRENGTH IN

BROADCASTERS ARE CONSOLIDATING POWER TO EXTRACT BIGGER

As the cable industry waits for a consolidation wave to help it battle higher programming costs, broadcast station groups have taken matters into their own hands, engineering a flurry of deals over the past two years designed to significantly improve their positions at the retransmission-consent negotiating table.

Broadcast station groups such as Sinclair Broadcast Group, Nexstar Broadcasting Group and Tribune have announced acquisitions that have doubled, or nearly doubled, the number of stations they control. They have increased the number of stations they own in individual markets — creating so-called duopolies — as well as the number they operate through shared-services arrangements — creating “virtual” duopolies. Both give them a decided edge in retransmission-consent negotiations.

Individually, some broadcasters have seen retrans fees rise exponentially in the past five years. At Nexstar, for example, retrans fees increased more than four times, to \$60.9 million in 2012 from \$14.4 million in 2008. At Gray TV, which has 70 stations in the South and Midwest, retrans revenue rose ten-fold in the same timeframe, to \$33.8 million in 2012 from \$3 million in 2008.

Sinclair, no stranger to the retrans wars, has been the

TAKE AWAY

Broadcast station groups are on a consolidation spree, driving up retransmission-consent revenue as they tip the balance of power in their own favor.

most aggressive, spending nearly \$3 billion in the past two years to acquire 107 stations in 42 markets. When the dust clears — its latest deal with Albritton Communications is expected to close by the second quarter of 2014 — Sinclair will control 162 stations in 77 markets across the country. That's up from 58 stations in 35 markets at the end of 2011.

Nexstar, one of the pioneers in extracting cash for retransmission consent, has also been on a buying spree. Over the past two years it has announced deals for 47 stations totaling \$809.5 million.

And the wave isn't stopping there. In June, Gannett Co. announced it would acquire Dallas-based broadcaster Belo Corp. in a \$2.2 billion deal that would create a 43-station “Super Group,” and Tribune said it would buy Local TV's 19 broadcast stations for \$2.7 billion, raising its tally to 43 stations.

Even smaller broadcasters are getting in on the act. Last week, Gray TV announced it would buy four stations in Texas, Wyoming and Nebraska from Yellowstone Broadcasting for \$23 million. It was the third station deal Gray has announced this year.

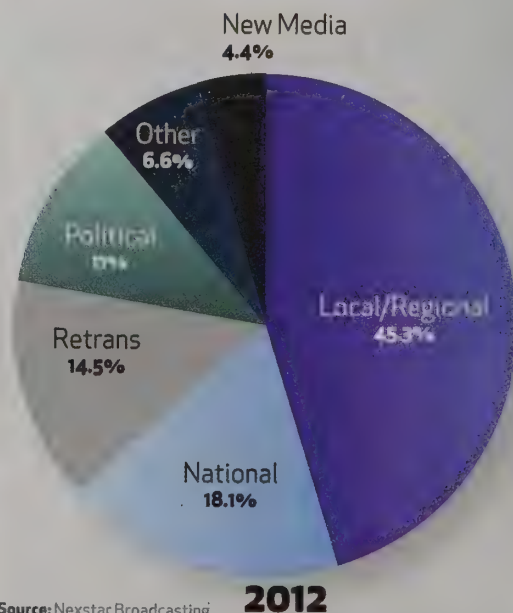
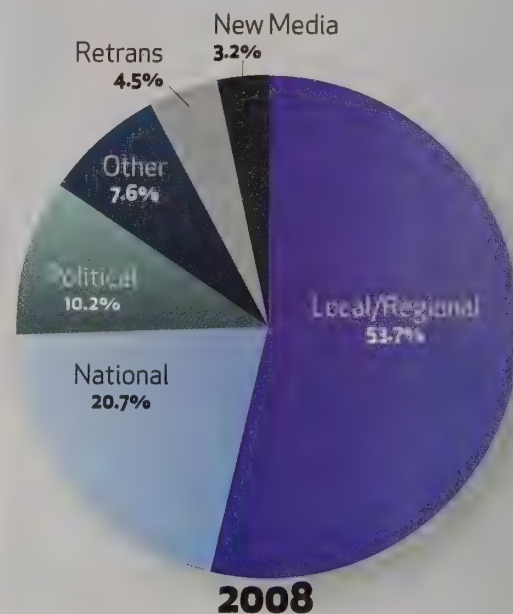
Despite the wave of deals, Noble Financial Group analyst Michael Kupinski said he believes there is still room for more transactions. “I think we are in the seventh inning of the broadcast consolidation game,” Kupinski said, adding that cash-rich station groups like E.W. Scripps have yet to make a big M&A splash and have room to grow.

Even groups like Sinclair, which will inch closer to

the Federal Communications Commission cap that limits a single broadcaster to owning stations that reach 39% of U.S. TV households, see room to acquire even more. Although Sinclair will reach 38.7% of U.S. TV households after its deals close, per FCC rules the station group will be at only 24.5%, leaving plenty of run-

Revenue Mix

Retrans revenue is becoming increasingly important to station groups. Here's a look at retrans as a percentage of overall revenue for Nexstar Broadcasting.



Merger Mania

Station groups have taken consolidation to heart, with a flurry of deals in the past two years and more expected to come.*

COMPANY	NO. OF DEALS	STATIONS ADDED	\$ VALUE	TIME-FRAME
Sinclair	6	72	\$2.03 billion	2013
Nexstar	6	47	\$809.5 million	2012-13
Gannett	1	20	\$2.02 billion	2013
Tribune	1	19	\$2.7 billion	2013
Media General	1	30	\$715 million	2013

SOURCE: Individual companies

*All figures are pro forma for pending deals

SOURCE: Nexstar Broadcasting

NUMBERS

RETRANS FEES FROM CABLE OPERATORS

way for more acquisitions. The FCC only counts half of a UHF station's audience toward the 39% local-ownership cap (versus all of a VHF station's audience).

Station group consolidation has not gone unnoticed in Washington. The FCC has sought public comment on the latest flurry of deals and also recently proposed eliminating the UHF discount, though a final vote has not been taken. If the FCC votes to eliminate the discount, Sinclair's buying days could be over, but other groups would still have plenty of room to get bigger. The commission has also proposed subjecting some sharing arrangements to local-ownership caps, which could put a crimp on the buying spree.

What is spurring all this investment in stations? While the broadcasters all cite cost synergies, efficiencies and an opportunity to capture a larger portion of local and national advertising revenue — and some could be eyeing a government payout in the spectrum auctions — one of the biggest factors is the potential to gain additional retransmission-consent revenue.

Retransmission-consent revenue for broadcasters has skyrocketed over the past several years, with SNL Kagan estimating it has increased six-fold from \$500 million in 2008 to \$3 billion by the end of 2013. SNL

Duopolies

The FCC prohibits a single company from having a substantial ownership interest in more than one TV station in a market, but broadcasters can control operations and, more importantly, retrans negotiations for multiple stations in a single DMA through local marketing or shared-services agreements. These artificial duopolies are growing in size and importance across station groups.

COMPANY	NO. OF "DUOPOLY" MARKETS	KEY CITIES
Nexstar	36	Fresno, Calif.; Rochester, N.Y.
Sinclair	49	San Antonio, Texas; Seattle; Columbus, Ohio
LIN TV	18	Providence, R.I.; Albuquerque, N.M.; Topeka, Kan.
Gannet/Belo	7	Phoenix, St. Louis, Denver, Atlanta
Raycom	5	Baton Rouge, La.; Cleveland; Honolulu

SOURCE: Individual companies, Multichannel News research *All figures are pro-forma for pending deals.

Kagan predicts retrans revenue will double again by 2018, to \$6 billion.

And even that may be a conservative number. With the rise in the number of stations owned by groups like Sinclair and others, SNL Kagan senior analyst Robin Flynn estimated the retrans haul could go even higher.

"This is definitely one of the main driving forces be-

hind the consolidation this year, and the ability to grow the retrans revenue of the acquired stations is definitely something that is impacting the M&A market," Flynn said.

Flynn added that the case for consolidation isn't solely in higher retrans fees. Bigger companies also have better cost efficiencies and carry more clout with their network affiliates. On that latter front, Kupinski said, bigger station groups also have the wherewithal to develop their own content.

"I think that over time these station groups are going to have to get bigger and bigger, because I think that they are going to have to start developing their own content," Kupinski said. He added that as networks continue to receive reverse-compensation fees for all their programming, including more ratings-challenged shows, stations could replace some of that programming with shows that play better in their local markets.

But for cable operators, the growing M&A activity of the stations means only one thing: higher retrans costs.

American Cable Association CEO Matt Polka said small cable operators — the group most acutely affected by the consolidation wave — have seen retrans costs rise exponentially in the past few years. With broadcasters growing in heft and market power as they strike deals that give them control of multiple stations in the same market, those costs are only expected to climb higher.

"We'll definitely see some impact in the next round of retransmission-consent [deals]," Polka said "If you control more than one must-have stream of programming, you can charge more for it; it's as simple as that."

Retrans Rising

SNL Kagan estimates that retransmission-consent revenue could more than double in the next five years. Here's a look at reported and estimated retrans revenue from 2008 to 2018.



Source: SNL Kagan

Polka added that virtual duopolies play a major role in a broadcaster's ability to raise its retrans prices. According to ACA's own surveys of its constituents — it represents about 900 small and mid-sized cable operators across the country — retrans-pricing demands from a broadcaster that controls more than one station in a market increase by at least 20% and by as much as 160%.

Polka estimated that about 50 markets across the country are duopoly markets, and the number grows with each passing deal.

FCC regulations prohibit one company from owning more than one television station in a particular market. But in the past, station groups skirted those regulations by setting up separate entities — called “sidecar” companies — that would own the additional stations, or by setting up local marketing arrangements or shared-services agreements with other station owners that would give them control over managing and negotiating deals for those additional stations.

Gannet plans to use that strategy as part of its \$2.2 billion acquisition of Belo. As part of that deal, Gannet will have two stations in several top 100 TV markets, like Phoenix, St. Louis and Tucson, Ariz., but will stay within FCC rules by having a separate entity own the second station in each market. The ACA — which along with Time Warner Cable and DirecTV has formed the American Television Alliance (ATVA) and petitioned the FCC to block the deal — said these sidecar companies are created only to circumvent the law.

“That, to us, is illegal because it violates current FCC media-ownership rules and it violates federal antitrust rules that prohibit collusive behavior,” Polka said. “They are being absolutely bold in thinking that these mergers are legal.”

For their part, broadcasters have stressed that what they are doing is strictly within the letter of the law and has passed FCC and Department of Justice scrutiny on every front. What's more, despite some arguments that consolidation adversely impacts news coverage in local markets, Sinclair CEO David Smith said in a statement that consolidation has led to increased staffing and investment in the acquired stations.

“Not only have we created jobs, but we have added 81 hours of local news per week, allowing us to deliver an increasing number of meaningful local news stories to our viewers,” Smith said in a statement. “We have made significant investments to upgrade stations to high-definition newscasts so that our consumers can have a high-quality news experience.”

Broadcasters have made no bones about virtual duopolies being an important factor in selecting deals.

In releasing Nexstar's third-quarter results Nov. 5, company chairman and CEO Perry Sook boasted that after its deals are complete, it will control multiple stations in 33 of its 51 markets, “consistent with our M&A criteria that emphasizes the development of duopolies.”

A day later, Nexstar announced a deal to purchase seven stations in four markets from Grant Co. for \$87.5 million, boosting its number of duopoly markets to 36.

Mediacom Communications group vice president of legal and public affairs Tom Larsen added that much of the retransmission-consent impact from broadcast consolidation hasn't been felt yet because deals haven't

come due. When they do, it can be expected that prices will rise accordingly.

“It all means higher prices for consumers,” Larsen said.

In some areas, it is already happening.

Nexstar, for example, increased retransmission-consent revenue by 69% in the third quarter and noted that it has about 27 retrans deals that expire before the end of the year. On a conference call with analysts to discuss third-quarter results, Sook said negotiations for those deals are ongoing and, aside from the initial push-back regarding price, are moving forward.

“We believe that content always wins in these discussions,” Sook said on the call, adding that Nexstar provides 1,300 hours per week of local content and another 100 hours per week of local lifestyle programming. “I

In the long term, distributors are hoping that regulatory reform will help. Although there seems to be some light at the end of that tunnel — Polka pointed to FCC and DOJ requests for additional information on several proposed mergers — few are holding their breath for any near-term change.

Some Congressional leaders have also made proposals for reform. Rep. Anna Eshoo (D-Calif.) introduced legislation that would allow the FCC to grant interim carriage during a retrans impasse, and Sen. John McCain (R-Ariz.) has proposed a la carte legislation. Most believe, however, that any substantial changes on the regulatory front are at least a year away.

“We have to just keep going back to Washington,” Larsen said. “It's a long, slow crawl to get policy change.”

And then there is the case of simple inertia swing-

Power Stations

Broadcasters have been growing in size and clout over the past few years as consolidation has created a number of “super” station groups. Here are some of the largest, ranked by number of stations.*

COMPANY	NO. OF STATIONS	MARKETS	% OF TV HH
Sinclair	162	77	38.7%
Nexstar	102	54	15.5%
Raycom	53	36	13%
Gannett/Belo	43	34	30%
LIN TV	43	23	11%
Tribune	42	38	44%

SOURCE: Individual companies

*All figures are pro forma for pending deals.

believe that the local content holders and the national content holders ultimately have the upper hand on the distribution partners,” Sook said.

So what is an operator to do? The ATVA is pushing the FCC to declare virtual duopolies and coordinated retrans negotiations out of bounds. New FCC chair Tom Wheeler has promised Congress to look into the retrans blackout issue, and thanks to ATVA efforts an FCC docket on retrans reforms is open. But Wheeler's priority is incentive auctions and broadband deployment, and congressional Republicans have pushed back on the virtual-duopoly front, so near-term action beyond the UHF discount vote is unlikely.

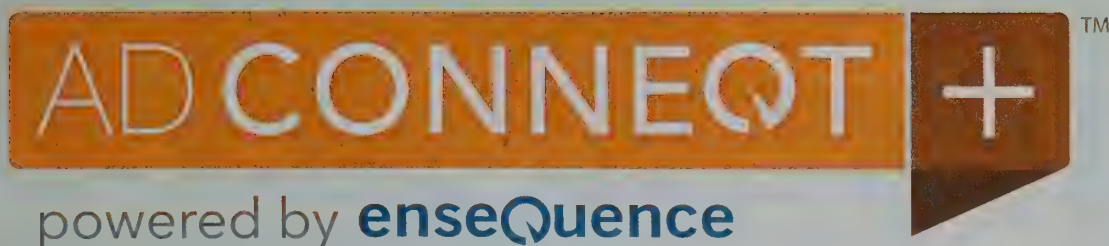
Most operators, especially the small ones, may have to buck up and swallow the increases. The aftermath of Time Warner Cable's recent month-long blackout of CBS — which resulted in the MSO losing more than 300,000 subscribers in the third quarter — has given broadcasters a solid advantage, at least in the near term.

ing the pendulum back in favor of distribution. With retrans fees in the range of \$1 to \$1.50 per subscriber, per month, and expected to rise past \$2 in the next few years, broadcasters may simply price themselves out of the market.

“Retransmission revenues are definitely going to go higher,” Kupinski said, “but I worry about expectations from an investor standpoint primarily because I don't think they expect any types of backlash related to that. There is always some risk in pushing retrans to the Nth degree. Those risks are pretty well known from the cable side, the consumer side and maybe even the network side.”

Flynn agreed. “Obviously something has to give at some point,” she said. “It's not like they can just keep getting more and more fees from small operators without them having to raise rates to the extent where they're losing a lot of subs.”

John Eggerton also contributed to this story.



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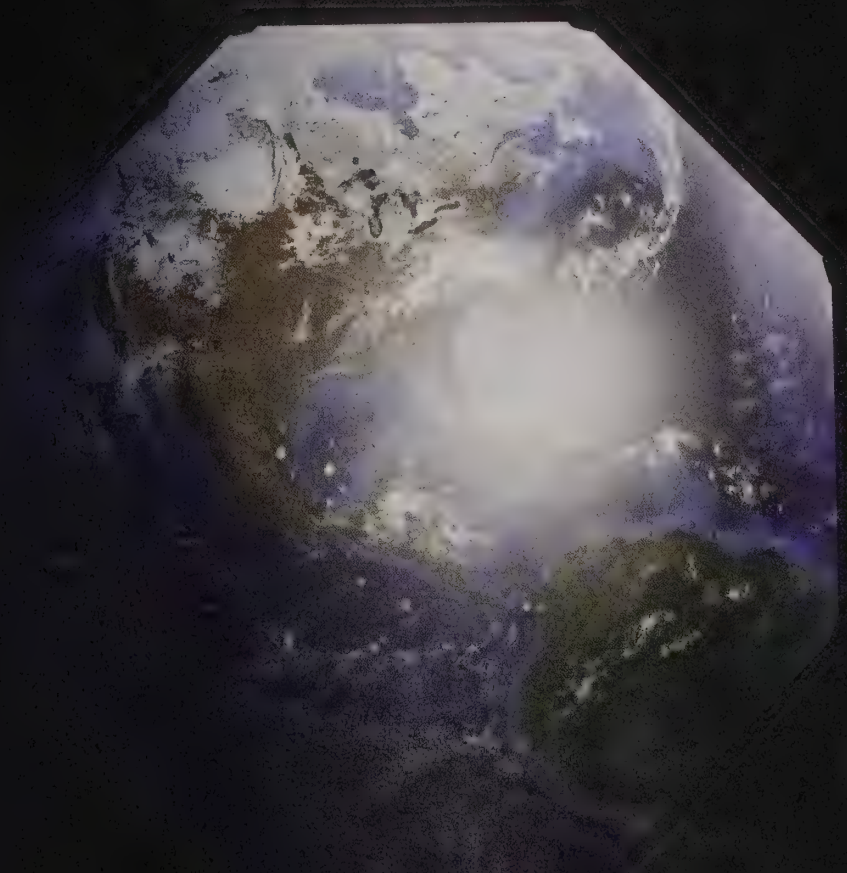
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FOX



UFC: Two Decades of Eventful Growth

By Stuart Miller

The Ultimate Fighting Championship® is celebrating its 20th year of producing mixed martial arts fights this month, but in some ways it would make more sense to wait until January and then wish the UFC a happy 13th birthday.

No, this isn't based on some kind of new math: The UFC may have been staging fights in the 1990s, but it didn't begin MMA's transformation into the burgeoning sport — and the dynamic business — it is today until January of 2001. That's when brothers Lorenzo Fertitta and Frank Fertitta III bought the UFC and, along with former boxer and manager Dana White, formed Zuffa LLC to oversee the business.

The Octagon®, the unique eight-sided structure in which the UFC's MMA bouts take place, has been a constant since the first UFC event, in Denver, on Nov. 12, 1993. But relative to what the fights look like today, UFC 1 was the equivalent of James Naismith's version of basketball or Alexander Cartwright's baseball: It's recognizable as the same sport but undeniably different.

ENTER THE FERTITTAS

The early years were devoid of gloves, rounds, time limits, weight classes, and rules against head butts, hair-pulling or kicking a fighter on the ground.



Lorenzo Fertitta and Frank Fertitta III

But the biggest changes came with the arrival of White and Lorenzo Fertitta who, determined to shed the sport's outlaw image, began unifying rules, creating fan-friendly fights, and showing entrepreneurial savvy in building and marketing the brand.

Once considered a fringe sport, MMA is now tentpole programming on FOX and an anchor for FOX Sports 1, as well as a driver of viewers to TV networks everywhere from China to Brazil, all thanks to the UFC. The broadcast deal with FOX Sports Media Group has drawn more than nine million viewers to UFC world title fights on American television. UFC content is also distributed commercially in the U.S. to bars and restaurants through Joe Hand Promotions, in English throughout Canada via Premium Sports Broadcasting Inc. and Australia via Main Event, and in French throughout Quebec via Interbox. "In the beginning people thought we were crazy just for trying to get back on pay-per-view, and now we're on broadcast TV," said White, the UFC's president. "Our brand is strong enough that we even have UFC GYMs, something we hadn't even thought about back then."

"The UFC has spent a lot of time carrying the water for our new network," said FOX Sports Media Group president and chief operating officer Eric Shanks. "They are the reason people tune in. There's nobody we'd rather be in business with. They are aggressive, smart, creative and get things done."

Zuffa chairman and CEO Lorenzo Fertitta added: "We always had the vision to build the sport and the business for the long run. It was one of the most tarnished brands when we started but now it is a brand with a global span and still a lot of room for growth."

Fertitta said Zuffa looked at how team sports had organizations that brought stability, while combat sports like boxing had lacked that and devolved into chaos.

"There was a void in the marketplace," he said. "We wanted to build the infrastructure for the sport and build the brand. We are different from other fight promoters because we are not only the owner of the brand but we are also the content producer and content owner."



Dana White, president, UFC

In Latin America, UFC is expanding its portfolio by getting involved in distribution; in a partnership with a major media company, UFC is minority owner of a channel.

"We are becoming a lot more than a fight promotion company; we are becoming a media company all over the world," White said.

"We own the content so we can integrate sponsors and products, and we don't have a season so we can do it 12 months out of the year," Fertitta said.

White said the dynamic between him and the Fertitta brothers hasn't changed much since 2001. "Lorenzo and I are the yin and the yang," White explained. "I'm impulsive, but we balance each other out. If I know I'm being kind of crazy I'll call him, and he'll say, 'You're being very crazy.'"

(Fertitta's brother Frank is a co-owner of the UFC, but is more active as president of the family's Station Casinos business, which he took over from Lorenzo so Lorenzo, still vice president of the gaming business, could devote more time to the UFC.)

White had been managing Chuck Liddell, who would become UFC's Babe Ruth, when he learned the UFC owners were in deep trouble. He'd been friends with Lorenzo Fertitta since high school and persuaded him that they had the combined know-how to make things work, even though it did seem like a "kind of crazy idea" White said.

30-PLUS EVENTS PER YEAR

"It sounds crazy, but I always thought we'd be as big as we are now; it was just a matter of getting it done," White said of the organization, which has grown from five events a year in the United States to an international organization overseeing more than 30 events per year, fought across the globe and televised in 145 countries in 882 million TV households.



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UFC's video-on-demand offerings include distributors such as Comcast, Charter Communications, Cox Communications, Time Warner Cable, Verizon FiOS TV and Mediacom Communications, as well as Rogers and Shaw

Communications in Canada. Broadcast partners include FOX (U.S.), Sportsnet and TVA (Canada), Globo TV and Globosat (Brazil), Sony (India), BT (United Kingdom/Ireland), RTL9 (France), OSN (Middle East/North Africa), Guangdong TV (China), WOWOW (Japan), FOX Sports (Australia) and more.

Fertitta's experience also included time as vice chairman of the Nevada State Athletic Commission, and he was able to persuade the NSAC to legalize the sport there; the UFC's Las Vegas debut in 2001 went a long way toward legitimizing MMA.

Credibility does not, however, equal profit-

ability, and the UFC was still a long way from making money.

UFC 33 was not only in Nevada but on PPV, and the new bosses expected to draw 150,000 buys. They pulled one-sixth of that number. Fertitta said he came out of the experience realizing that marketing the UFC as a sport — not the Wild West violence it had been known for — would take a while.

By 2004, White and the Fertittas were losing enough money to contemplate selling the UFC. After their initial \$2 million purchase, they'd lost more than \$30 million. But instead, they invested \$10 million more, counting on the immediacy and intimacy of television to reel in a new audience.

In 2005, reality series *The Ultimate Fighter*® debuted. A desperation move, it paid off brilliantly. *The Ultimate Fighter* captivated a new generation of fans, who were riveted by the fighters' personalities as well as by the

hard work and discipline they demonstrated in pursuing glory. There were teams coached by UFC stars, including Chuck Liddell, who would later appear on HBO's *Entourage*, FOX's *Bones* and even *The Simpsons* as himself, showing how the UFC's appeal was broadening.

"You could feel the momentum during the season, but it was the finale when we really knew we had made it," White said of the series. The finale peaked with 12 million viewers.

Even in the show itself, the UFC took risks, showing fight scenes without announcers. "It was controversial but it was a key decision," Fertitta said. "It made you feel like you were there watching the fighters, not at home being told what you were seeing."

Even as the UFC was growing, Fertitta and White knew that to avoid the pitfalls that have ensnared boxing of late, they needed to go further to unify MMA.

HISTORY TIMELINE



FEB. 1997
Mark Coleman wins the first UFC heavyweight title.



OCT. 1998
The UFC brings the Octagon to Brazil for the first time.



SEPT. 2001
UFC debuts in Las Vegas. UFC 33 rocks the sold-out Mandalay Bay Events Center.



NOV. 2003
Royce Gracie and Ken Shamrock are recognized as icons of the sport and are the first to be inducted into the UFC Hall of Fame.



MARCH 2007
UFC purchases the legendary Japanese promotion PRIDE Fighting Championships, the most significant acquisition in the history of the sport.

NOV. 1993
The Ultimate Fighting Championship is created. The first UFC event is held in Denver, Colorado.



JULY 1997
Padded four to six ounce gloves become mandatory.



JAN. 2001
The UFC is reborn under the new ownership of Zuffa, LLC. It soon becomes the fastest growing sport in the world.

ZUFFA
PRESENTS

JULY 2002
UFC 38 at London's famous Royal Albert Hall becomes the company's first venture into Europe.



JAN. 2005
The Ultimate Fighter reality series debuts on television, bringing the sport to the attention of millions.



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IN DEMAND

So the UFC began buying up rival MMA organizations like World Extreme Cagefighting (WEC), Japan's PRIDE Fighting Championship and Strikeforce, which included female fighters.

"One of the negatives of boxing is that it hasn't been able to put together the fights the public wants to see," Fertitta said. "We wanted to be able to consolidate the best fighters under our umbrella."

White said this would have happened organically over time, but with each of the rivals struggling economically it made sense to hasten their departure, getting the fighters in their prime as well as the organizations's extensive fight video libraries.

Both White and Fertitta said small, regional MMA organizations remain an important stepping stone for fighters — the minor leagues in essence — but Fertitta said he expects UFC to be the sole national player from here on out.

"Fans now equate our sport with our brand," he said, likening the UFC to Xerox or Kleenex in that regard. "That's what our advantage is."

Meanwhile, the UFC, generating \$250 million in revenue by 2007, began its quest for world domination, striving to develop the brand and the sport outside the U.S.

"We started with five events a year but now we have over 30 and we're still not big enough," White said, pointing out that while Major League Baseball, National Basketball Association or National Football League stars only rarely become international icons, fighters — from Muhammad Ali to Bruce Lee to Mike Tyson — resonate globally. "People are fascinated by seeing who the toughest guy in the world is."

Introducing UFC fights and local versions of *The Ultimate Fighter* proved "trickier" than expected, White noted. "It took longer than we thought it would to really get going," he said.

To get it right, "we had to take our time,"

Fertitta said, establishing a strong infrastructure with UFC offices in Canada, England, Brazil and Singapore. One key to the UFC's long-term success, he added, was "making a major investment in human resources," starting at the top.

"We brought in significant sports executives who had local knowledge to run each region," Fertitta said, pointing to Tom Wright in Canada, who previously ran the Canadian Football League and Adidas in Canada; Gary Cook in Europe, who had overseen the Michael Jordan brand there and the U.K.'s Manchester City Football Club; and Mark Fischer in Asia, who had led the NBA's expansion in China.

Back home, the UFC was getting ever closer to the "mainstream" status its owners aspired to. It became the leading PPV provider and, in 2008, signed sponsorship deals with Bud Light and Harley-Davidson; other sponsors, like Kraft, Proctor & Gamble, Metro PCS and

HISTORY TIMELINE



JAN. 2009

The European expansion continues, with record-breaking shows in the UK, Ireland and Germany throughout 2009.

WEC
WORLD EXTREME CAGEFIGHTING

OCT. 2010

The UFC adds featherweight and bantamweight divisions after merging with the WEC, giving UFC seven world-class divisions.



APRIL 2011

The UFC holds its first event in Ontario, packing the Rogers Centre in Toronto with more than 55,000 fans for UFC 129.



NOV. 2011

The UFC brings the heavyweight championship to network television (via FOX) for the first time in history.



NOV. 2012

The home to MMA, China hosts its first UFC event with a sold-out show in Macao.



AUG. 2013

UFC debuts on FOX Sports 1 on August 17. Shogun Rua and Chael Sonnen headline the card.

JULY 2009

The UFC comes of age with the biggest fight card in history at UFC 100 and celebrates its inaugural Fan Expo.

FEB. 2010

The UFC hits Australia for the first time with UFC 110, selling out Sydney's 20,000-seat Allphones Arena in fewer than two hours.

AUG. 2011

For the first time since 1998, the UFC returns to Brazil. Fans pack the HSBC Arena in Rio de Janeiro to see a card headlined by UFC middleweight champion Anderson Silva.

FEB. 2012

After more than 11 years, the UFC returns to Japan with a star-studded event at Saitama Super Arena.

FEB. 2013

For the first time in UFC history, women face off in the Octagon at UFC 157. Women's bantamweight champion Ronda Rousey headlines the card.

NOV. 2013

The UFC celebrates its 20th Anniversary with UFC 167: St-Pierre vs. Hendricks in Las Vegas.



UFC 167

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UFC Pursues Final Frontier: New York

You can go to a UFC event in Germany or Australia or Japan or Brazil, or, of course, in Las Vegas, or even in New Jersey. But at Madison Square Garden in New York City, once the mecca for organized fighting? Not allowed. Professional mixed martial arts remains verboten in New York State, despite the endless efforts of the UFC.

The ban is all about politics, nothing else, said Lorenzo Fertitta, co-owner (with brother Frank) of UFC. "Frank and I own Station Casinos, one of the largest non-union casinos in the world, so the local culinary union here in Las Vegas has followed us around and harassed us," Fertitta said.

Union lobbyists found success, he added, by winning support from Sheldon Silver, the speaker of New York State's Assembly since 1994. He votes pro-labor and has enough clout, Fertitta said, that he can single-handedly put any policy he doesn't like in a stranglehold. While the New York State Senate has passed (by a wide margin, Fertitta noted) a bill approving MMA for four straight years, and by all accounts the Assembly has enough votes as well, Silver hasn't let the vote happen. "Our frustration comes from the fact that the union hijacked the process," Fertitta said.

"It's crazy how blatant Silver is about keeping us out without reason," UFC president Dana White said. "He couldn't care less — that's how powerful he is."

Fertitta said the UFC already has penetrated the market, both in terms of television and live events in New Jersey that draw New Yorkers. "But we will continue to try every year and hope for the change," he added. "At this point it would be about the moral victory."

Dodge Ram Trucks, have since signed on.

To exploit the brand's newfound strength, the UFC also added Fan Expos; merchandise and apparel; a video game franchise with EA Sports; DVDs and Blu-rays; *UFC 360*, an internationally distributed magazine; *UFC FIT*, an in-home fitness and nutrition program; and

the line of UFC GYM, with 95 locations in 25 states in the U.S. and one in Sydney, Australia (all branded or soon to be rebranded UFC GYM) with more than 85,000 members.

The big step forward was the seven-year deal that took the organization from Spike TV to FOX, making UFC a crucial component of recently launched channel FOX Sports 1 and also putting fights on broadcast TV for the first time.

Fertitta said Spike TV served UFC well, but "we felt like we grew up as a sports property." The FOX deal features four fights per year on the FOX network, with more programming on FOX Sports 1 and FOX Sports 2.

Looking ahead to 2014, there will be 22 UFC fights across FOX-owned properties, including four events on the FOX broadcast network, 14 on FOX Sports 1 and four on FOX Sports 2. The prelims for the 13 UFC pay-per-view fights will also air live on FOX Sports 1.

Additionally, there will be three new seasons of *The Ultimate Fighter* on FOX Sports 1. FOX and UFC are integrated across multiple delivery platforms.

"The UFC has met and exceeded our expectations," Shanks said, adding that White and the Fertittas were the first to buy into the FOX vision for a new sports network to challenge ESPN. "We have an amazing working relationship, helping the other reach goals from scheduling to production to marketing."

The Ultimate Fighter felt lost on Friday nights, so the network shifted it to Wednesdays to strengthen the show. FOX is also promoting UFC across its platforms, giving the sport exposure to NFL viewers (and watchers of MLB's World Series in October), who are as mainstream as it gets.

"We've certainly made a lot of progress and we're knocking on the door to the mainstream in a big way," Fertitta said.

LOOKING FOR MAYWEATHER MONEY

Of course, the UFC is also continually looking for ways to get even bigger, with Fertitta aiming for Floyd Mayweather-type numbers (the boxer's most recent pay-per-view fight grabbed nearly 2.5 million buys, reaping \$136 million) for its biggest fights while broadening the fan base.

"We're allocating significant resources for marketing and promotion to Hispanic audiences," Fertitta said, adding that the approach is "both grass tops and grassroots" and pointing to a recent multimillion dollar ad campaign aimed at Latinos for Cain Velasquez's



Eric Shanks, president and chief operating officer, FOX Sports Media Group

heavyweight title defense.

On the grassroots side, the UFC has a strong social media presence — it was the first sports organization to stream live events on Facebook for free — and encourages its athletes to embrace social media to whatever extent they feel comfortable. "We educate them on what is appropriate but we have never held our athletes back," Fertitta said. "While it backfires sometimes, we are able to handle it."

With technology advancing so rapidly, Fertitta is determined to find every avenue possible for the UFC, from ad-supported fights on FOX to PPV to newer platforms. That desire to stay ahead of the game led to UFC.TV.

"They reached out to us," said Chris Wagner, co-founder of NeuLion, the company that creates the streaming interactive video for UFC (as well as for the NFL, the NBA and ESPN). "They are willing to take risks and want to be a leader, and UFC.TV comes out of that."

The interactive platform lets fans choose camera views and audio from either fighter's corner, as well as timeline markers and sophisticated statistics that Wagner said "will make them more engrossed in the sport."

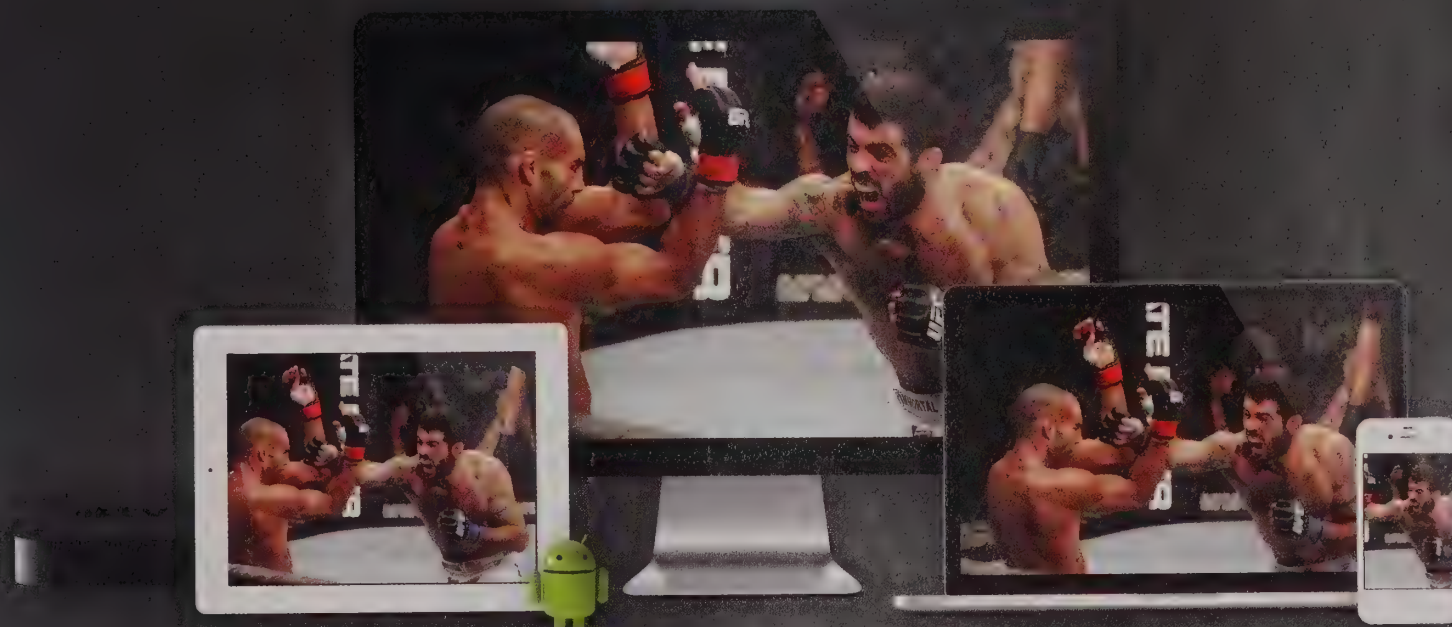
White said the intensity of the interactive experience is perfect for UFC and its fans; he added that he and Fertitta continue to scour new technology for other opportunities. "With every platform we say, 'How does this work for us and for our fans?'"

The UFC offers PPV on Xbox Live, YouTube, Roku, Sony PS3, Samsung, Facebook, Apple iOS, Blackberry, Amazon, Yahoo! Sports, Ustream, Android and other platforms. It has digital partnerships in Brazil, Latin America, France, South Korea, China, the U.K., Australia, Germany, Greece and Israel.

White said he and Fertitta briefly sat back and reflected on how far they'd come while watching the FOX Sports 1 documentary celebrating 20 years of the UFC. "It was pretty cool," White said. "But then we were ready to move on. Lorenzo and I think there are huge things coming up for UFC." ■

Congratulations

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Wheeler Introduces New Staff

FCC CHAIR TAPS VETERAN MEDIA ACTIVIST TO HELP SHAPE FCC MESSAGE

BY JOHN EGGERTON

Federal Communications Commission chairman Tom Wheeler, who was expected to be an activist chairman, shook things up last week with his appointment of public-interest advocate Gigi Sohn as special counsel for external affairs, overseeing outreach to the media and Congress.

"This team provides an excellent mix of governmental, private-sector and public-interest expertise," Wheeler said last week in announcing his new staff. (See sidebar).

It was the "public-interest expertise" part that had Washington buzzing. The rumor circulating the week before was that Sohn, president of Public Knowledge, might be named head of the agency's Consumer and Governmental Affairs Bureau. She had nixed that speculation in no uncertain terms, but turned out to have an FCC post waiting for her anyway.

Broadcasters on background expressed some concern about Sohn joining the FCC given Public Knowledge's advocacy for retransmission-consent reforms that broadcasters argue undercut their negotiating position to the detriment of their business model and, ultimately, their viewers.

Those same broadcasters were already worried about where they would stand in a Wheeler FCC given his background as a former lobbyist for the cable and wireless industries. Wheeler said at his nomination hearing that while he had no problem with broadcasters getting more money for their signals, he doesn't like consumers "being held hostage over corporate disputes," and that the FCC would be looking into the issue.

National Cable & Telecommunications Association president Michael Powell certainly sounded upbeat about Sohn's appointment. "Hearty congratulations to @gigibsohn. One of the finest voices for the public there ever has been. @FCC gaining a true star," he tweeted on learning of the appoint-



Gigi Sohn

TAKEAWAY

New FCC head Tom Wheeler's staff picks, especially that of Public Knowledge's Gigi Sohn, underscore expectations he will be an activist chairman.

ment.

In an interview with *Multi-channel News*, Sohn briefly described her new job.

"My portfolio is really three things," she said. "It is third-party outreach and coalition building, which will take up a lot of my time. And I also will oversee the Office of Media Relations."

She said that will include "shaping the message." The third thing will be heading up intergovernmental affairs. "I will be overseeing the office of legislative affairs, but I am also going to be working with agencies that have an interest in broadband policy, including the Department of Education, HUD, Health and Human Services, and Interior to try and strengthen their relationship with the FCC."

So, what of those broadcaster concerns about the former head of Public Knowledge, a group that has been pushing for retrans alongside cable operators, taking the calls from the American Television Alliance?

"I don't think they should be concerned at all," Sohn said. "Let me get in my job first, but I have a reputation of being an honest broker."

Sohn and Public Knowledge were at the table with cable operators when they hammered out the compromise Open Internet order with the FCC.

"We've known and respected Gigi for 20 years," said NAB spokesman Dennis Wharton. "She's super smart

Familiar Faces

New Federal Communications Committee chairman Tom Wheeler wasted no time announcing his new team. Of course, he had several months of planning between his approval by the Senate Commerce Committee and his eventual, whirlwind confirmation two weeks ago.

In introducing his team to the FCC last week, Wheeler had already tasked one of them with some early homework: Special counsel Diane Cornell will head up a temporary working group to look into various proposals for FCC reform and have a report on Wheeler's desk within 60 days.

Wheeler's team is heavy on FCC experience and drew plaudits from a number of industry players. Here are some of the familiar FCC faces who will be helping Wheeler run what the chairman pledged last week would be a pro-competition commission.

Ruth Milkman, chief of staff, has been chief of the Wireless Bureau since 2009 (with a brief sabbatical), but her dozen years of prior experience at the FCC include being deputy chief of the International and Common Carrier bureaus and senior legal advisor to former chairman Reed Hundt.



Phil Verveer

Phil Verveer, senior counselor to the chairman, was most recently Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy for the State Department. In that role he was the point person for the U.S. pushback on international Internet governance issues. But he is also familiar to cable ops, broadcasters and phone companies from his first go-round at the FCC, when he was chief of what were then (the 70s and early 80s) the Cable Television Bureau, the Broadcast Bureau and the Common Carrier Bureau.

Diane Cornell, special counsel, was most recently at Inmarsat, but her FCC experience is wide and deep. It includes serving as legal advisor to three different commissioners, chief of staff of the Wireless Bureau, and division chief in the International and Common Carrier Bureaus.

and will be Chairman Wheeler's fiercest advocate. She's also pro-competition, and we're optimistic that she and Chairman Wheeler will acknowledge that fair retrans compensation allows local TV stations to remain competitive against behemoth pay TV giants like Time Warner Cable, DirecTV and DISH." ○

ACA Takes Aim at Sinclair/New Age

BY JOHN EGGETON

The American Cable Association has asked the Federal Communications Commission to either put conditions on Sinclair's proposed purchase of the New Age TV stations or designate them for a hearing. ACA also wants the FCC commissioners to decide, rather than leaving the decision at the Media Bureau level.

"ACA submits that the applications as submitted cannot be approved under the public-interest standard,"

ACA said in its filing."

Sinclair announced in late September that it had struck a \$90 million deal for New Age's eight stations and would be spinning off some to Cunningham Broadcasting, with which it has an ongoing operating relationship. The deal came on the eve of the FCC's decision to propose eliminating the UHF discount, which would put Sinclair near the 39% ownership cap and limit any future Sinclair purchases.

ACA has already filed a petition to condition or block some of the Sinclair/Allbritton station purchases and Gan-

nett/Belo deal spin-offs as broadcasters look to load up on retransmission-consent opportunities (see cover story, page 12) and has the same issue with the New Age deal.

"ACA is concerned about the effect of the transaction on two markets where the transaction would result in Sinclair entering into agreements that allow it to coordinate the negotiation of retransmission-consent agreements for two top-four rated Big Four television stations," it said.

As with other Sinclair "sidecar" deals, ACA argues that in those two markets, Sinclair will have virtual duopolies that could collude in retrans negotiations. ○

JUDGES



Cristina Saralegui
Journalist and Television
Personality
Host of "Cristina Entre Amigos"
on Cristina Radio/SiriusXM
channel 153.



Rev. Dr. Calvin O. Butts, III
Pastor, Abyssinian Baptist Church
in New York City
President, State University of
New York at Old Westbury



**Ambassador Sandra
Fuentes-Berain**
Consul General
of Mexico in New York



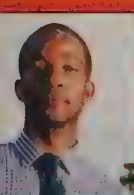
Eliot Kang
Founder of Asian American
agency, Kang & Lee
CEO of INMOST Partners LLC



Anjula Acharia Bath
CEO
Desi Hits!



Dave Montez
Acting President of GLAAD



Wade Davis
Former Pro Football Player
Executive Director,
You Can Play Project



Pepper Miller
Co-author, "What's Black About It"
Author, "Black Still Matters in
Marketing"
President, Hunter-Miller Group



Bob Kumaki
Author, "Many Cultures One Market:
A Guide to Understanding
Opportunities in The Asian Pacific
Market" Managing Principal,
The Ronin Group



**Rabbi Dr. Marc A. Gellman,
Ph.D.**
Syndicated Columnist
Senior Rabbi of Temple
Beth Torah
Melville, Long Island



MULTICULTURAL TV SUMMIT & LEADERSHIP AWARDS

FEBRUARY 4, 2014 • NYC

Do you know a Multicultural TV executive who stands out from the rest?

Broadcasting & Cable and *Multichannel News* have announced the call
for entries for the 2014 Multicultural TV Leadership Awards.

These awards recognize executives in 10 categories, each of which
celebrates the achievements of those in the business of television
and video intended for multicultural audiences. The Multicultural TV
business serves audiences by ethnicity, nationality, region, religious
affiliation, gender or LGBT lifestyle.

The candidates are scored by a panel of noted and impartial judges.

The Multicultural TV Leadership Awards will be presented at
a luncheon ceremony at the Grand Hyatt New York during the
Multicultural TV Summit on February 4, 2014.

The deadline is now extended to
Friday, November 15, 2013.

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MATTHEW PEYTON



At WICT New York's annual Executive Women's Luncheon on Oct. 28, featuring a panel on "Generation Innovation: Millennials Defining a New Media Landscape" are panelists (seated, l. to r.) **Pete Cashmore**, founder/CEO, Mashable; moderator **Christine Romans**, chief business correspondent and host, *Your Money*, CNN; **Kelly Day**, advisor, Maker Studios; **Joan Gillman**, EVP/COO, Media Services, Time Warner Cable; and **Evan Shapiro**, president, Participant Television and Pivot, as well as WICT board members (standing, l. to r.) **Meeka Bondy**, HBO; **Stacie Gray**, InDemand; WICT NY president **Jaime Saberito**, AMC Networks; **Colleen Stewart**, Time Warner Cable; **Peggy Kim**, MGK Media; **Ingrid Simunic**, Time Warner Cable; **Allison Radzin**, Turner Broadcasting; and **Yasmin Moorman**, NBCUniversal.



Comedian **Tom Green** (c.), host of AXS TV's interview series *Tom Green Live*, joins U-Verse managers (l. to r.) **Tony Truppa**, director, mobile and tablet applications; **Lunwonda Diggs**, lead product marketing manager; **John Blinkiewicz**, executive director, TV product management; and **Hestia Lei**, assistant vice president, member marketing, at the AT&T U-verse Live TV Everywhere Launch event in Dallas on Oct. 23.



Josh Sapan (l.), president/CEO, AMC Networks, at the Media Institute's Friends & Benefactors Awards Banquet Oct. 22 at the Fairmont Hotel in Washington, D.C., where he celebrated with (l. to r.) **Towanda Braxton**, cast member of WE tv's *Braxton Family Values*; FCC commissioner **Mignon Clyburn**; and **Trina Braxton**, also of WE tv's *Braxton Family Values*, after receiving the organization's Freedom of Speech Award.

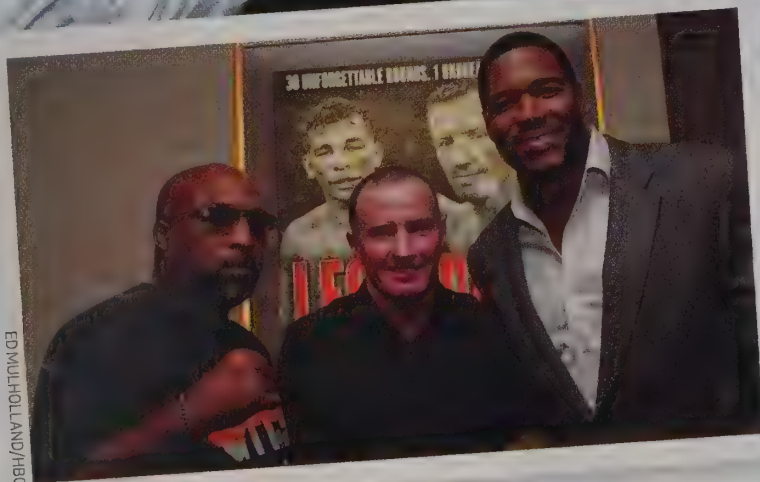


Attending Latinum Network's "Cultural Influence and Crossover" round-table hosted by the National Basketball Association at its New York headquarters on Oct. 25 were (l. to r.) Telemundo Media's **Patty Marrero**, senior vice president, client partner development, and **Gregg Liebman**, senior vice president, advertising sales insights and strategy; and Latinum's **Andy Hasselwander**, vice president of product development and professional services; **Ida Chacón**, vice president of marketing and consumer solutions; and **David Wellisch**, co-founder and managing partner.

Henry Schleiff, group president, Investigation Discovery, Military Channel and Destination America, celebrates ID's Halloween special *Bloody Marys* with three costumed Bloody Mary lookalikes outside the Discovery Communications building in New York on Oct. 31.



(L. to r.) **Howard T. Owens**, president, National Geographic Channels; *Killing Kennedy* star **Rob Lowe**; Sen. **John Thune** (R-S.D.); and **Bill O'Reilly**, Fox News Channel host and author of the book *Killing Kennedy: The End of Camelot* at National Geographic Channel's world-premiere screening of its movie based on the book at the Newseum in Washington, D.C., on Oct. 28.



(L. to r.) **Buddy McGirt**, boxer Arturo Gatti's trainer; retired boxer "Irish" **Micky Ward**; and **Michael Strahan**, former New York Giants defensive end and co-host of ABC's *Live With Kelly & Michael*, attend the premiere of HBO's *Legendary Nights: The Tale of Gatti-Ward* on Oct. 16 at the programmer's offices in New York.



(L. to r.) New York Knicks legend **Willis Reed**; **Hank Ratner**, president/CEO, The Madison Square Garden Co.; New York Governor **Andrew Cuomo**; **Jim Dolan**, executive chairman, The Madison Square Garden Co.; and former New York Rangers star **Mark Messier** commemorate the unveiling of the newly updated arena.



(L. to r.) **David Levy**, president, Turner Broadcasting; **Adam Silver**, NBA deputy commissioner and COO; **Lenny Daniels**, executive VP and COO, Turner Sports; and **Ed Erhardt**, president, ESPN global customer marketing and sales, attend the NBA Opening Night kick-off party hosted by Turner Sports and ESPN at the 40/40 Club in New York on Oct. 29.

SUBMISSIONS: Send your most recent press photos, with an ID, contact name and telephone number, to: **Michael Domenchuk**, **Multichannel News**, 28 E. 28th Street, 12th Floor, New York, N.Y. 10016. Send electronic images (4" X 6" at 300 dpi) via e-mail to: mcnart@nbnmedia.com

COMCAST SPORTSNET CHICAGO

Comcast SportsNet Chicago has tapped **Jay Wadhwa** as senior director of creative services. Wadhwa joined the network from WMAQ-TV, the NBC affiliate in Chicago, where he was most recently manager, local brand marketing/creative services.

ECHO BRIDGE ENTERTAINMENT

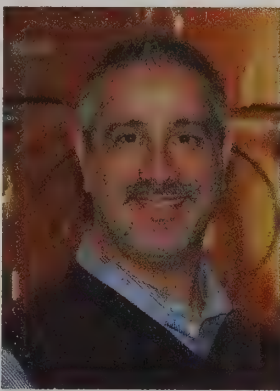
Gilda Demirtas and **Susan Hewitt** have each been named director of international distribution at Echo Bridge, with responsibility for several new sales territories. They were previously each director of sales. Demirtas, based in Munich, will oversee sales in Germany, Eastern Europe and Japan while Hewitt, based in London, will oversee sales in the U.K., Benelux, Scandinavia, Australia, New Zealand and Pan Asia.

HISTORY

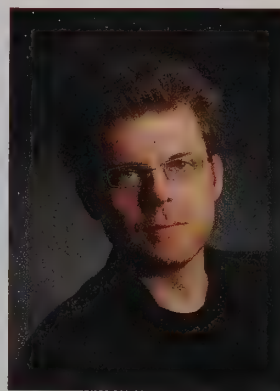
Julian P. Hobbs has been promoted to vice president, scripted and non-fiction development and programming, at History. He had been vice president, programming and development.

DID YOU KNOW?

Julian P. Hobbs developed and oversaw *The Bible* and *Vikings*, History's first scripted series and the No. 1 scripted cable series of 2013.



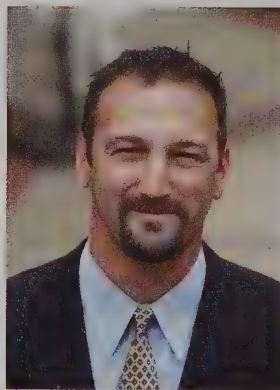
WADHWA Comcast SN Chicago



HOBBS History



ADORNO INSP



ROVEGNO Ovation

INSP

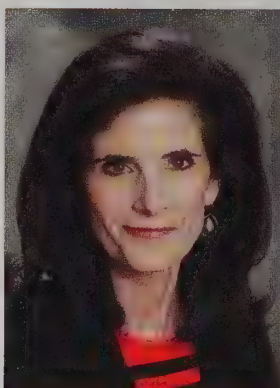
The Inspiration Networks has elevated **Samantha Adorno** to director of digital marketing of INSP. In her new role she will develop and implement strategic audience building plans to support both digital initiatives and linear growth.

OVATION

Ovation has tapped **Randy Rovegno** as vice president, content distribution marketing, responsible for business-to-business affiliate communications efforts and the development of distributor partnership marketing programs.



MAGEE Time Warner Inc.



BLOCH WE tv

RENTRAK

Caroline Horner has joined Rentrak as senior vice president of product innovation. Previously, she was managing partner/director of advanced segmentations and analytics at GroupM, where she helped agencies apply data-driven marketing strategies.

SUDDENLINK

Robert Daleo was named vice president of sales and marketing, Atlantic region, at Suddenlink. His territory encompasses West Virginia, Kentucky, Ohio and Virginia. Daleo was previously director of sales at Insight Communications.

DID YOU KNOW?

Robert Daleo was previously vice president of sales for Time Warner Cable in Los Angeles, where he served as president of CTAM Southern California.

TIME WARNER INC.

Karen Magee has been elevated to executive vice president and chief human resources officer of Time Warner Inc., effective Jan. 1, 2014. Magee, who has been senior vice president and chief HR officer since 2011, will report to chairman and CEO Jeff Bewkes.

TVGN

Nicole Sabatini was named senior vice president of marketing at TVGN. Based in Los Angeles, she was previously at Bravo.

Also, **Beecher Scarlett** has joined TVGN as vice president of ad sales. She will be based in New York.

WE TV

Cheryl Bloch has been selected as WE tv's first senior vice president of scripted programming. A Golden Globe- and Emmy-winning producer, Bloch had been working with the network as a consultant on its initial scripted development slate.

SUBMISSIONS: Send people and calendar items to Michael Demenchuk, [Multichannel News](http://MultichannelNews.com), 28 E. 28th Street, 12th Floor, New York, N.Y. 10016 or via email to MCNPeople@nbmedia.com.

CALENDAR

NOV. 9

New York Women in Communications, Student Communications Career Conference, New York University, 60 Washington Square S., New York, 9 a.m.-5 p.m. \$70 student member/\$85 student nonmember/\$100 young professional. Contact: nepps@kellencompany.com.

NOV. 13

Multichannel News/Broadcasting & Cable, Advanced Advertising, McGraw-Hill Building, 1221 Ave. of the Americas, New York. Contact: Rebecca Shottland, (917) 281-4782

or rshottland@nbmedia.com

NOV. 14

NAMIC Mid-Atlantic Diversity Champion Award, The W Hotel, 515 Fifteenth St., NW, Washington, DC, 6:30 p.m. Visit: www.namic.com/events.

WICT Southern California's 2013 LEA Awards, Beverly Wilshire Hotel, 9500 Wilshire Blvd., Beverly Hills, Calif., 6 p.m. Visit: www.socalwict.org.

NOV. 19

NewBay Media, Next TV Summit London, British Academy of Film and Television Arts, 195 Picadilly, London.

Visit: nexttvsummitlondon.com.

DEC. 5

Multichannel News/Broadcasting & Cable, The Business of Multiplatform TV, Roosevelt Hotel, 45 E. 45th St. New York. Contact: Rebecca Shottland, (917) 281-4782 or rshottland@nbmedia.com

JAN. 7-10, 2014

2014 International CES, Las Vegas Convention Center, 3150 Paradise Rd., Las Vegas. Visit: cesweb.com.

FEB. 4

Multichannel News/Broadcasting & Cable, 2014 Multicultural TV Summit

& Leadership Awards, 8 a.m.-2:30 p.m., Grand Hyatt, 109 E. 42nd St., New York. Contact: Jennifer Ware, (917) 281-4718 or jware@nbmedia.com.

FEB. 17-18

Krewe of Louisiana Cable Show, Hotel Monteleone, 214 Royal St., New Orleans. Contact: (225) 387-5960.

FEB. 27

Multichannel News and Broadcasting & Cable, Advanced Advertising, Grand Hyatt, 109 E. 42nd St., New York. Contact: Rebecca Shottland, (917) 281-4782 or rshottland@nbmedia.com.

For more *Multichannel News* events, visit multichannel.com/events.



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MSOs								EQUIPMENT VENDORS							
Cablevision Systems	15.96	15.65	1.98%	16.94	15.49	20.16	13.21	Arris Group	17.25	16.49	4.61%	17.16	14.26	17.98	13.48
Charter Communications (H)	128.92	135.02	-4.52%	132.64	71.62	144.02	67.06	Broadcom	26.72	27.46	-2.69%	26.64	31.39	37.85	23.25
Comcast (H)	46.75	45.98	1.67%	43.93	36.12	47.54	34.00	Cisco Systems	23.28	22.71	2.53%	23.02	17.48	26.49	16.68
Comcast Holdings (H)	47.81	47.09	1.53%	45.64	37.17	48.90	34.95	Concurrent Computer	7.41	7.42	-0.13%	6.78	5.15	8.95	4.34
Liberty Global	80.98	77.99	3.83%	78.14	58.59	82.50	68.83	EchoStar	47.24	46.99	0.53%	47.75	33.03	48.48	29.82
Rogers Communications	45.20	45.23	-0.07%	43.00	44.36	51.98	38.32	Entropic Communications	4.27	4.15	2.77%	4.36	4.72	5.82	3.57
Shaw Communications	23.95	23.83	0.50%	24.06	21.6	25.46	20.82	Harmonic	7.30	7.24	0.83%	7.75	4.43	8.25	3.96
Time Warner Cable (H)	120.21	116.88	2.85%	112.79	94.17	128.17	84.57	Intel	24.25	24.50	-1.02%	22.81	21.73	25.98	19.23
TOTAL	1,834.73	1,806.13	1.58%	1,750.71	1,462.04	1,881.99	1,370.76	LM Ericsson Telephone	12.27	12.27	0.04%	13.34	8.84	14.22	12.25
PROGRAMMERS								Microsoft (H)	38.18	35.54	7.43%	33.88	29.86	38.22	26.26
AMC Networks (H)	72.35	68.25	6.01%	68.24	48.38	73.39	47.41	Rentrac (H)	35.94	37.30	-3.65%	34.75	16.77	37.67	16.32
CBS (H)	59.62	58.62	1.71%	56.38	34.43	60.91	33.04	Rovi	16.52	18.97	-12.92%	19.80	15.86	26.55	14.16
Crown Media Holdings (H)	3.13	3.30	-5.15%	3.16	1.73	3.38	1.55	SeaChange International	14.00	14.24	-1.69%	12.92	9.06	15.25	13.96
Discovery Communications	85.65	84.36	1.53%	81.27	57.46	89.58	54.89	TECHNICOLOR	5.54	5.54	0%	5.35	2.46	5.66	2.26
Disney	69.00	68.47	0.77%	65.30	50.47	69.87	46.53	TiVo	13.56	13.33	1.73%	12.74	10.44	14.25	13.31
Twenty-First Century Fox (H)	33.92	33.94	-0.04%	33.65	24.28	35.44	22.97	TOTAL	1,320.42	1,270.54	3.93%	1,233.37	1,057.92	1,328.98	1,293.42
HSN	53.97	53.20	1.45%	52.35	52.08	65.00	49.13	TELCOS							
Liberty Interactive (H)	27.58	27.11	1.73%	24.42	20.49	28.12	18.69	AT&T	35.82	36.26	-1.21%	33.75	34.80	39.00	32.71
Liberty Media	150.10	151.11	-0.67%	147.20	N/A	159.33	101.00	Sprint Nextel	7.07	6.93	2.02%	6.44	5.73	7.50	5.40
Madison Square Garden	57.00	60.65	-6.02%	58.92	43.78	63.00	41.50	Verizon Communications	50.61	50.53	0.16%	47.10	44.30	54.31	40.51
Scripps Networks Interactive (H)	80.29	80.10	0.24%	77.67	60.07	81.21	55.88	TOTAL	662.40	666.31	-0.59%	620.57	616.57	711.08	576.20
Starz	28.93	29.98	-3.50%	28.60	12.61	30.72	14.00	SATELLITE TV							
Time Warner Inc. (H)	67.69	68.54	-1.24%	66.46	43.11	70.77	42.61	DIRECTV	63.50	62.57	1.49%	59.36	50.51	67.85	47.71
ValueVision Media	5.31	5.15	3.11%	4.65	2.35	6.35	1.62	DISH Network	48.84	47.88	2.01%	48.47	36.00	49.59	33.79
Viacom (H)	83.79	83.49	0.36%	83.20	50.61	86.06	47.61	TOTAL	1,687.76	1,661.06	1.61%	1,600.49	2,027.20	2,149.87	1,238.16
World Wrestling Entertainment (H)	12.72	11.84	7.43%	10.91	8.16	13.31	12.65								
TOTAL	1,400.42	1,394.83	0.40%	1,348.30	1,065.25	1,460.48	1,017.02								

SOURCE: Financial Content NOTE: The Multichannel Multimedia Index measures the combined prices of stocks listed on this page, weighted by market capitalization. S&P tracks the Standard & Poor's 500 stock index.

TOP 5 PERCENTAGE GAINERS:

World Wrestling Entertainment	7.43%
Microsoft	7.43%
AMC Networks	6.01%
Valuevision Media	3.11%
Time Warner Cable	2.85%

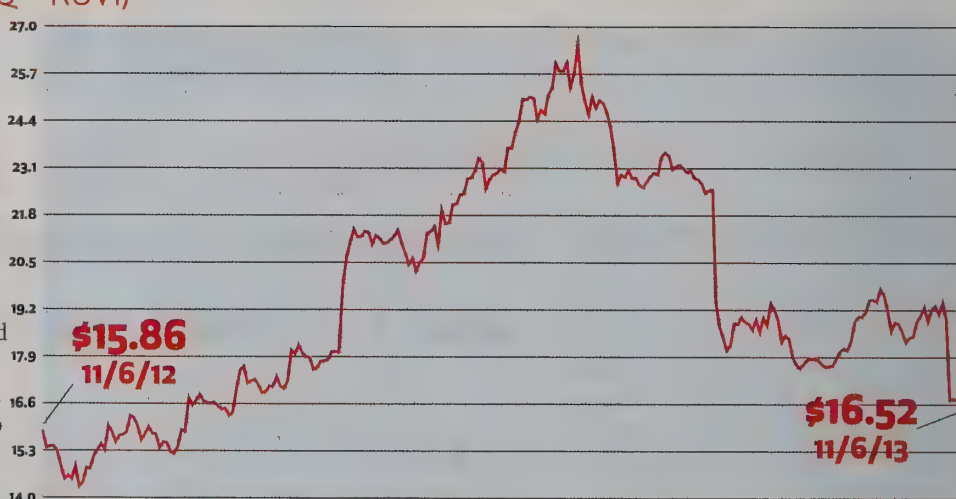
TOP 5 PERCENTAGE LOSERS:

Rovi	-12.92%
Crown Media Holdings	-5.15%
Starz	-3.50%
Broadcom	-2.69%
Seachange International	-1.69%

ROVI CORP. (NASDAQ—ROVI)

Rovi stock was walloped last week after the U.S. International Trade Commission on Nov. 1 affirmed an earlier ruling that Netflix is not infringing on the tech company's interactive programming guide patents, a move Rovi vowed to continue fighting in U.S. District Court. Shares fell nearly 13% between Oct. 30 and Nov. 6, from \$18.97 per share to \$16.52. The stock had spiked as high as \$26.51 in June; it's up 4.2% in the past 12 months.

SOURCE: NASDAQ website



MARKET INDEX COMPARISON

	Price 11/6	Price 10/30	% Week	Month-Ago	Year-Ago
MNI	948.21	932.20	1.72% ↑	895.50	784.97
S&P 500	1,770.49	1,763.31	0.41% ↑	1,690.50	1,428.39
DJIA	15,746.88	15,618.76	0.82% ↑	15,072.58	13,245.68
NASDAQ	3,931.95	3,930.62	0.03% ↑	3,807.75	3,011.93

TIP SHEET

NIELSEN TAKES A NEW TACK

Ratings measurement giant Nielsen's decision to name long-time executive Mitch Barns CEO, replacing former GE veteran Dave Calhoun, was a signal the company is entering a new phase, according to Sanford Bernstein media analyst Todd Juenger. In a research note last week, Juenger wrote the change shows the company is "moving from creating value by re-inventing the Nielsen company to creating value by delivering products and services to customers."

ZAGGING FOR ZIGGO

Liberty Global reported strong Q3 results, but poor results at its Netherlands operations highlight a need to beef up its influence in that market, making LGI's recent overtures to Dutch cable operator Ziggo even more important. In a note to clients, Pivotal Research Group principal and senior media & communications analyst Jeff Wlodarczak wrote that he still believes an LGI/Ziggo pairing makes a "tremendous amount of sense."

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Charter Tunes Up TV Streaming App

ALSO MOVES AHEAD ON CLOUD UI, WI-FI PLANS

BY JEFF BAUMGARTNER

Charter Communications' first mobile-TV streaming app streams more than 100 live TV channels to authenticated customers in the home, but company CEO Tom Rutledge hinted that it eventually could morph into an out-of-foot-print subscription platform.

Speaking on Charter's third-quarter earnings call last Tuesday (Nov. 5), Rutledge said the MSO expects the new Charter TV app, offered first on Apple devices and slated for a future debut on the Android platform, will eventually add video-on-demand content to the mix and offer out-of-home access.

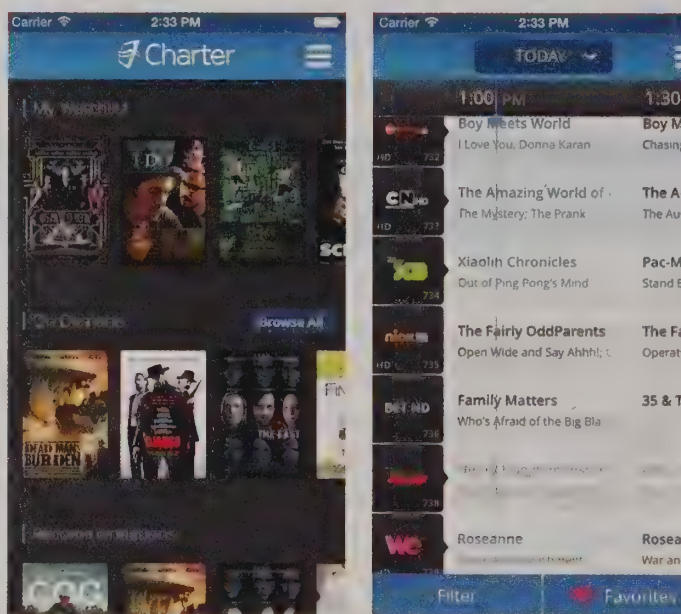
But, in response later to an analyst's question about mobile distribution rights, Rutledge said Charter's TV app "is the beginning of a lot of things. It may ultimately be monetizable in ways that are different than we currently envision it."

Those future money-making models will be dependent on how Charter's mobile distribution rights with programmers evolve.

"The only thing that constrains it from a technical perspective is the contracts that you enter into with content providers; there are no technical constraints on where the signal can go," Rutledge said, noting that Charter could look at a variety of ways to price and package that content.

"We may sell download-to-go services; we may sell video-on-demand everywhere; we may sell subscriptions everywhere," he said. "But right now our primary business and our primary objective is to enhance our service offering and to make the total value of what we sell more valuable to the consumer."

Rutledge also provided an update on Charter's cloud-based user interface, noting that tests in employee homes are slated to start soon in Fort Worth, Texas, with trials in customer homes foreseen by the end of the year.



Charter's first TV Everywhere app streams 100+ live channels.

TAKEAWAY

Charter Communications CEO Tom Rutledge indicates the MSO's new TV Everywhere app could lead to an out-of-the-home subscription plan.

"It may ultimately be monetizable in ways that are different than we currently envision it."

TOM RUTLEDGE, CHARTER

Charter, which is working with ActiveVideo Networks and Zodiac Interactive on the project, plans to offer a new guide on IP-capable boxes with integrated DOCSIS modems as well as on older boxes that rely solely on MPEG-based digital transport.

"Assuming that our theory works, we'll begin to test that and deploy that sometime in...late second quarter of 2014," Rutledge said. "The objective is to provide a consistent cloud-based user interface across all devices and avoid customer disruption by making existing equipment work without additional capital spending for replacement CPE."

Rutledge, a champion of Wi-Fi when he was with Cablevision Systems, said Charter is drawing up a wireless broadband plan of its own.

"We think that Wi-Fi makes sense," the CEO said. Charter intends to start off by using dual service set identifiers (SSIDs) in Wi-Fi gear installed at commercial customer locations.

"We want to start putting it out in our commercial customer base next year," Rutledge said. "While we don't have a complete rollout plan yet, we're working on beginning to deploy Wi-Fi at Charter."

He did not mention if Charter has any plans to join the "Cable Wi-Fi" roaming initiative that counts five members — Comcast, Bright House Networks, Time Warner Cable, Cablevision and Cox Communications — that have collectively deployed more than 200,000 Wi-Fi hot spots. ○

'Remote PHY' Stirs Cable Tech Debate

BY JEFF BAUMGARTNER

Just as the cable industry is moving ahead with a next-gen access platform that packs the edge QAM and cable modem termination system (CMTS) functions into a device called the Converged Cable Access Platform, or CCAP, talk has already begun to spread about another approach that aims to break it apart again and distribute that capacity toward the edges of the network.

The concept is called "remote PHY," and it's a topic that is already stirring up a debate in cable engineering circles. The latest public forum on the topic took place last month at the SCTE Cable-Tec Expo in Atlanta during a session aptly titled "Remote PHY: Close to Our Heart."

The general notion of remote PHY is to place elements of the headend out to the edges of the network and, therefore, keep the signals in digital format longer before they have to be converted to analog.

MORE BITS PER HERTZ

By extending the reach of those digital signals, operators can support higher modulations and, therefore, pack more bits per hertz onto the hybrid fiber/coax (HFC) plant. That makes the network more spectrally efficient, but also faster, enabling it to handle the kinds of capacities envisioned by DOCSIS 3.1, which is being designed to scale up to 10 Gigabits per second in the downstream, and between 1 Gbps and 2 Gbps in the upstream.

"You want to get as many modems running at the highest modulation as possible," Jorge Salinger, vice president of access architecture at Comcast Cable, said, noting that the three primary goals of remote PHY are performance, simplicity and scalability.

While the current implementation of CCAP "will get us very far down the road," remote PHY and the idea of "virtualizing" the elements of that architecture will essentially explode it out, break it into its constituent parts out on the network, and set the table for a much more streamlined headend, Jeff Finkelstein, executive director, strategic architectures, Cox Communications, said.

Today's approach with CCAP aims to reduce power consumption and use port densities that also save on physical headend space. But cable engineers acknowledge they already see a day when the capacities they'll require will eventually outstrip the power- and space-saving benefits of CCAP.

Virtualizing CCAP and managing those remote network elements via a common control plane could go a long way toward solving those future concerns. But there's more than one way to tackle it, which is why the industry is trying to get a grip on it now.

If done right, remote PHY should scale. "It's the same software; the ports are just remote," John Chapman, Cisco Systems fellow and chief technology officer of the vendor's cable access business unit, said. "You manage it like it's the same CMTS."

But remote PHY also marks an evolution of the current market, so standards and specifications will need to be created.

Discussions about remote PHY are already underway with CableLabs, Chapman said. "You have to maintain that [product] interoperability," he added. "Interoperability is a must."

There are many paths toward achieving digital fiber, Finkelstein said, adding, "But the path to get there is with open standards that allow that interoperability."

"Nothing is cast in stone" with respect to remote PHY, Salinger said. "But the ball is starting to move in that direction." ○

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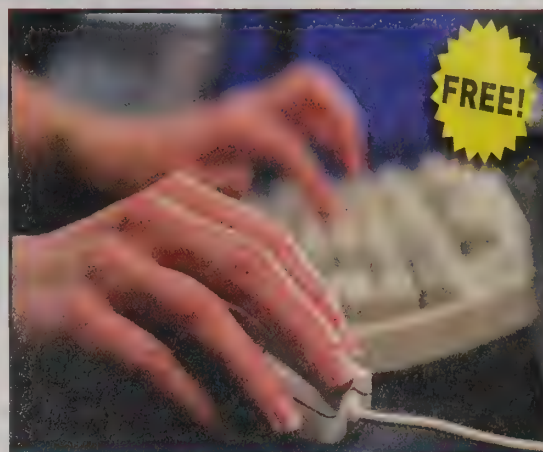
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
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BEHIND THE NUMBERS: Third-Quarter Nielsen TV Ratings

Fox News continued to dominate the cable news genre, although all four major cable news networks took a year-to-year ratings hit from their respective 2012 presidential election coverage.

NETWORK	OCT. 13 VIEWERSHIP	% CHANGE
 Fox News	1.8 million	-46%
 MSNBC	801,000	-45%
 CNN	580,000	-45%
 HLN	285,000	-1%

Report Period: Sept. 30-Oct. 27; Viewing Type: Live +SD

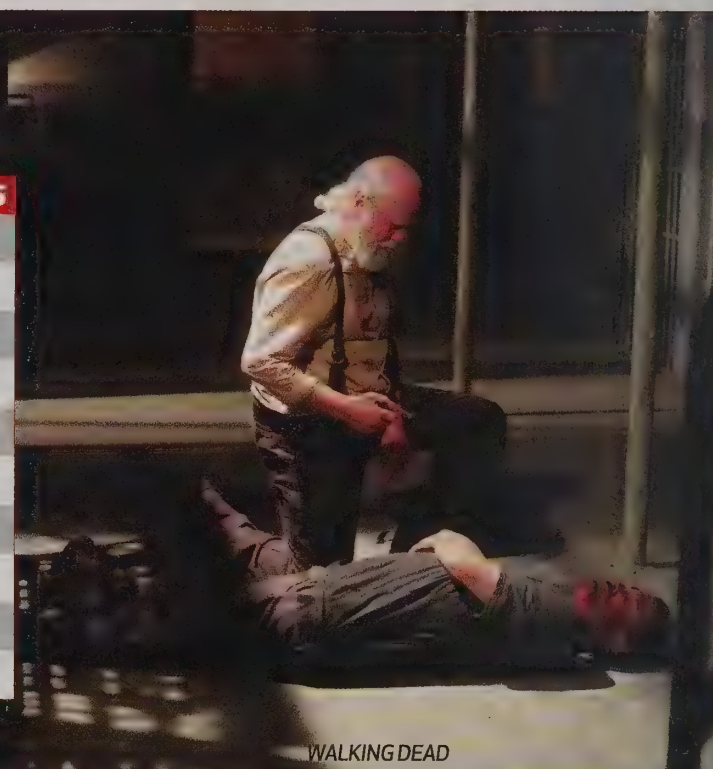
SOURCE: Nielsen

AMC's zombie-themed series *The Walking Dead* took the top two spots among the most-watched cable shows during the month of October. The list in past years has been occupied mostly by ESPN Monday Night Football telecasts.

DATE	SHOW	NETWORK	TOTAL VIEWERS
10/13/2013	<i>The Walking Dead</i>	AMC	20.8 million
10/20/2013	<i>The Walking Dead</i>	AMC	13.9 million
9/30/2013	NFL MNF - New Orleans-Miami	ESPN	13.7 million
10/21/2013	NFL MNF - NY Giants-Minnesota	ESPN	13.2 million
10/2/2013	<i>Duck Dynasty</i>	A&E	13.1 million
10/27/2013	<i>The Walking Dead</i>	AMC	12.9 million
10/9/2013	<i>Duck Dynasty</i>	A&E	12.3 million
10/14/2013	NFL MNF - San Diego-Indianapolis	ESPN	11.9 million
10/7/2013	NFL MNF - NY Jets-Atlanta	ESPN	11.5 million
10/23/2013	<i>Duck Dynasty</i>	A&E	8.4 million

* Report Period: Sept. 30-Oct. 27; Viewing Type: Live+7 blended with Live+SD (Oct. 14 to date)

SOURCE: Nielsen



WALKING DEAD

Disney Channel was the top choice among kids 2-11 in prime time with 1.1 million viewers, but Nickelodeon's 908,000 viewers on a 24-hour basis topped all cable networks within the demo. The most-watched shows for the month among kids 2-11 appear below.

DATE	PROGRAM	NETWORK	VIEWERS
10/26	<i>Toy Story of Terror</i>	Disney	2.5 million
10/26	<i>Monsters Inc.</i>	Disney	2.1 million
10/13	<i>Despicable Me</i>	Disney	2.1 million
10/14	<i>Dog With a Blog</i>	Disney	1.9 million
10/12	<i>Despicable Me</i>	Disney	1.8 million
10/6	<i>Liv and Maddie</i>	Disney	1.8 million
10/26	<i>Wonder Over Yonder</i>	Disney	1.8 million
10/14	<i>Spongebob Squarepants</i>	Nickelodeon	1.8 million
10/27	<i>Austin & Ally</i>	Disney	1.8 million
10/5	<i>Jessie</i>	Disney	1.8 million

Report Period: Sept. 30-Oct. 27; Viewing Type: Live +SD

SOURCE: Nielsen



Toy Story Of Terror

The Business of
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New York City Thursday, December 5, 2013

How To Monetize Multiplatform TV

THURSDAY, DECEMBER 5, 2013

Registration Opens 1:00 p.m.

Program 1:25 p.m. to 5:00 p.m.

Roosevelt Hotel, 45 East 45th Street, New York City

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CNN News
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Join us for an afternoon during which technology suppliers, video producers, television providers and the ad community will discuss how to monetize their co-dependent business relationships with the viewer in three distinct areas: connecting with consumers, content and the consumer's experience.

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VOICES

THE BAUMINATOR JEFF BAUMGARTNER

CHARTER LIKES HAVING CONTROL OF THE UI Nov. 5

Comcast has plowed a lot of resources into the X1 platform, the basis of its IP-fed cloud-based user interface and app system, and the predecessor to the "X2," an upgrade that will provide a common look-and-feel across set-tops, PCs, and mobile devices; introduce more personalized elements; and pave the way for other network-based services, including a DVR.

So it makes sense that the operator would look for ways to get a return on that investment beyond its own video footprint. ... As Comcast chairman and CEO Brian Roberts first told *Multichannel News* this fall ... the operator is now looking for ways to license X1 to other operators. ...

The question naturally came up during Charter's third-quarter earnings call Nov. 5. Charter is getting ready to test a cloud-based interface that can run on IP- and MPEG-capable boxes, starting in Fort Worth. ... So, [it is] already heavily invested in its own approach. But Charter CEO Tom Rutledge didn't swat away the question about his company's interest in licensing X1.

"With regard to the guide, yes, we'd be interested in licensing it," he said. ... But there's nothing in the hopper with respect to an IP deal, as Rutledge explained that Charter has not held any X1 licensing discussions with Comcast. Plus, Charter, at this point, prefers to control its own destiny when it comes to building and presenting its new generation of video products.

For more from this blog, visit multichannel.com/Nov11.



MCN'S MOST READ

TOP ARTICLES ON MULTICHANNEL.COM, OCT. 31-NOV. 6

1. Charter Launches Streaming App
2. CNBC, MSNBC, USA Will Combine on 124 Olympic Coverage Hours From Sochi
3. TWC Shares Rise on M&A Spec
4. CSN Houston Looks for 45-Day Freeview Assist
5. Netflix Scores Another Pay TV Deal

To read these stories, visit multichannel.com/Nov11.

Numbers

600,000

Number of CableCARDs deployed by the top 10 incumbent U.S. MSOs for use in retail devices vs. 44 million CableCard modules in leased set-tops.

SOURCE: NCTA

SAY WHAT?

"Nowadays they can say everything. They call it edgier, but I just call it less censorship and a little dirtier..."

— Veteran actor/director Garry Marshall (*Happy Days*, *Laverne & Shirley*) on what he thinks about today's sitcoms. Read programming editor Tom Umstead's Q&A with Marshall at multichannel.com/Nov11.



TALKBACK

www.multichannel.com

Hoping for a Syfy Miracle

(Re: "USA's McGoldrick to Head Syfy Programming; Stern Departs," Nov. 4): "This is a great example of what hails Hollywood.

"Siffy, the little channel that can't, is finally replacing an executive responsible for an endless series of flops (and yes, fans, *Shakystar Crapotica* was a flop!), rewards him with a producer job and brings in an executive responsible for two of USA's misses...

"I am hoping that a miracle will happen, and Siffy will magically start making good shows, but I'm not holding my breath."

"renamoretti1"

My Taxes Pay Your Salary!

(Re: "CEA, 'Spectrum Willing' to FCC: Nix Bidding Conditions," Nov. 4):

"Yes, foreclosure value and throwing spectrum at future demand have great value to incumbents. Hope the new FCC chair works for the people who pay his current salary."

"dan"

Going Online for Local TV

(Re: "Comcast Starts to Lock Up Its Basic TV Tier," Nov. 6): "All of the cable providers are dropping their transmission of local broadcasts now. This is BS. A lot of us can't get digital over-the-air signals where we live, and we were able to get our local stations even while subscribing to 'naked' cable Internet without TV service.

"I have ZERO desire to pay for any tier of cable TV. ... We watch everything online. We only wanted the local stations for local news. I guess that's yet another thing we'll just have to get online now."

"wysoft"

Twitterati

"@Twitter You should have offered your stock at \$140 a share. Get it?"

@rainnwilson, actor Rainn Wilson (*The Office*), on Twitter's initial public offering, Nov. 7

"Yes! All the Blockbuster Video Stores are closing! That means they'll never get back that VHS tape of *Vampire in Brooklyn*. I won!"

@paulscheer, actor Paul Scheer (*FXX's The League*, *Adult Swim's NTSF: SD: SUV*), on Nov. 6, reacting to DISH Network's announcement that it is closing the video retail chain's remaining 300 stores

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TUNED IN

BY LEO MICHAEL



Soul Food for the Eyes

Iconic African-American-targeted shows from the 70s and 80s are finding their way back to the small screen as TV executives look to target an audience that's watching more television than any viewer group.

History last week said it will look to resurrect ABC's breakthrough mini-series *Roots*. Published reports say History — which drew big audiences for its *The Bible* miniseries last March — is planning to develop an eight-episode version of the 1977 Emmy award-winning miniseries based on Alex Haley's famed novel about the experiences of a multigenerational African-American family beginning with its time in slavery and ending several decades later.

Starz in December will include 70s and 80s African-American-based sitcoms as part of its rebranded Encore Black channel (formerly Encore Drama). Viewers will be able to see commercial-free episodes of such series as *Diff'rent Strokes*, *227* and *Amen* alongside such classic movies as *Carmen Jones*, *A Soldier's Story* and *New Jack City*.

Next year NBC is going to resurrect "the hippest trip

PICTURE THIS



R. THOMAS UMSTEAD
PROGRAMMING EDITOR

in America" — the tagline for iconic music/dance series *Soul Train*. Actor/producer Nick Cannon will helm the new version of *Soul Train*, which originally launched in 1971 as the brainchild of late TV executive Don Cornelius and aired in syndication for more than 30 years.

The projects join a handful of current cable projects targeted to African-American audiences and featuring predominantly black casts.

The increased focus on attracting African-American viewers is not surprising: They have a current buying power of \$1 trillion that is forecasted to reach \$1.3 trillion dollars

by 2017, according to a September Nielsen report. Further, African-Americans watch 37% more television than any other group, Nielsen said.

TV's nostalgic trip through classic African-American content is not so much an ode to the past, but — combined with an increase in new, original projects — a smart investment in its future by reaching out to an important and influential audience segment. ○

Tune in. Turn on. Train for Success.

For much of the past century, most formal learning has been based on the Victorian classroom model of compulsory attendance and autocratic one-way information transfer.

Under the old model, instructors had little reason to ponder engaging practices. Not in class? Serious consequences will follow. Don't test well? Too bad; you must not be very smart.

Today, that stern, one-size-fits all approach has proved less and less compelling. Learners simply aren't buying it.

As a result, the world of employee training is undergoing a tectonic shift. Developments in Bring-Your-Own-Device (BYOD) approaches, mobile, cloud deployment and gamification create the possibility of creating learning that actually works and, in the process, enable dramatically improved company performance.

Fortunately, the cable industry can take a page from its own core competency when it comes to using this new approach to employee training.

Entertainment companies have a fundamental model: Invitation > Engagement > Analysis > Iteration.

We market entertainment options, competing for mindshare and getting folks to tune in. Then, we engage them with compelling content and carefully measure their response to inform the next big hit.

New technological advances allow us to adopt a similar approach in learning. First, we need to seek out our audience and attract them — offer an "invitation in" rather than rely on a compulsory mandate. Next, we must engage learners to get their attention — create an experience they will enjoy and remember. Finally, we have to employ robust analytics that allow us to measure and iterate.

ACCESS



GREGG HILL
WAVICLE INC.

We can use our industry's core methodology as an innovative and effective model for educating employees, improving overall company performance and increasing job satisfaction.

Of course, none of this works unless we incorporate sound pedagogy and proven learning methodologies. We must fund and empower our experienced, forward-looking learning professionals to engage their audience with game mechanics, social learning, 3D simulations, and other new forms of media to

create more compelling and effective learning experiences. As the renowned futurist and learning advocate Elliot Masie has stated, "We are, as a species, blended learners."

One of the most promising new methodologies for enterprise training incorporates the use of games. Research clearly indicates that game-based training is the most effective way to get your entire team understanding and using critical knowledge and skills. A recent Indiana University study found that game-based methods can achieve learning retention rates of 45% after six weeks compared with just 4% for traditional training methods.

Cloud-based platforms, mobility and other changes in the marketplace are impacting the world of employee learning, creating quick and cost-effective ways to build and maintain a well-trained and highly motivated workforce. Luckily, those of us in cable can look to our traditional entertainment models to develop programs that will keep our workforce among the most highly trained and satisfied in the world. ○

Formerly a longtime cable executive, Gregg Hill is CEO of e-learning company Wavicle Inc., New York.

VICE PRESIDENT/GROUP PUBLISHER
Louis Hillelson
(917) 281-4730 lhillelson@nbmedia.com

EDITORIAL BUSINESS

Mark Robichaux
Editor In Chief
(917) 281-4750
mrobichaux@nbmedia.com

Kent Gibbons
Executive Editor
(917) 281-4722
kgibbons@nbmedia.com

Michael Demenchuk
Managing Editor
(917) 281-4712
mdemenchuk@nbmedia.com

Mike Reynolds
News Editor, Multichannel.com
(917) 281-4748
mreynolds@nbmedia.com

R. Thomas Umstead
Programming Editor
Multimedia Editor,
Multichannel.com
Editor, Multicultural News
(917) 281-4768
tumstead@nbmedia.com

Mike Farrell
Senior Finance Editor
(917) 281-4716
mfarrell@nbmedia.com

Jeff Baumgartner
Technology Editor
(484) 380-3134
jbaumgartner@nbmedia.com

John S. Eggerton
Washington Bureau Chief
(571) 830-6440
jeggerton@nbmedia.com

Nicole Cobban
Senior Art Director
(212) 378-0439
ncobban@nbmedia.com

Alberto Gonzalez
Art Director
(917) 281-4707
agonzalez@nbmedia.com

Leslie Ellis
Technology Analyst
Translation Please
(303) 830-2553
leslie@ellisedit.com

Jason Greenblatt, Associate Publisher
(917) 281-4726
jgreenblatt@nbmedia.com

Cheryl Mahon, Regional Sales Manager
(917) 281-4738
cmahon@nbmedia.com

Zachary Kalish, Sales Executive
(212) 378-0455
zkalish@nbmedia.com

Zahra Majma, Classified Account Executive
(917) 331-9498
zmajma@nbmedia.com

Chris Rucker, Marketing Art Director
(917) 281-4752
crucker@nbmedia.com

Jennifer Ware, Director of Events
(917) 281-4718
jware@nbmedia.com

Rebecca Shottland, Events Coordinator
(917) 281-4782
rshottland@nbmedia.com

Heather Tatrow, Production Manager
(917) 281-4762
htatrow@nbmedia.com

Los Angeles

Katie Rosa, Regional Sales Manager
(323) 841-7419
krosa@nbmedia.com

International sales

Masayuki Harihara, Yukari Media Inc. (81) 6-4790-2222
Fax (81) 6-4793-0800
mail@yukarimedia.com

Multichannel.com

Peter Brown, Web Director
(212) 378-0510
pbrown@nbmedia.com

CIRCULATION

Meg Estevez, Associate Director, Consumer Marketing (212) 378-0447
mestevez@nbmedia.com

Christine Burgess, Circulation Manager (212) 378-0409
cburgess@nbmedia.com

Ulises Cabrera, Fulfillment Coordinator
(212) 378-0431
ucabrera@nbmedia.com

Dominique Rennell, Marketing Coordinator
(212) 378-0416
drennell@nbmedia.com

Chief Executive Officer Steve Palm
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Paul Mastronardi
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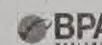
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Offices

NEW YORK
28 E. 28th St., 12th Floor
New York, NY 10016
(917) 281-4700
Fax (917) 281-4704

WASHINGTON
8015 Hatteras Lane
Springfield, Va. 22151
Phone (571) 830-6440



The Google Fiber Effect Inspires Builds Planned for Los Angeles, Other Cities

If Google Fiber's true intention is to prod other ISPs into 1 Gigabit-per-second upgrades and excite cities into pursuing advanced municipal broadband networks, then the events of the last week served as proof of the company's success in wielding the pointy stick.

The speed goals and demand-based deployment process have almost become a sideshow as the mere idea of 1-Gig and the recent influx of municipal fiber projects morph into a giant political hot potato. Comcast, for example, was reported to have splashed cash to help defeat Seattle mayor Mike McGinn, who has been advocating for a big municipal fiber deployment in the city managed by Gigabit Squared. Comcast denied to *The Washington Post* that its political contributions had any link to McGinn's broadband policies.

Further south, the broadband nuttiness is reaching new heights. Los Angeles, according to the *Ars Technica* website, reportedly plans to issue a request for proposals next month that will look to weave fiber to every home, business and government within the city limits; offer free Internet access of 2 Megabits per second to 5 Mbps and paid tiers up to 1 Gig; and tuck it all under a Wi-Fi canopy covering the City of Angels.

The expected price tag of the project: \$3 billion to \$5 billion. No word yet if Los Angeles-area incumbents AT&T, Time Warner Cable, Verizon Communications, Cox Communications or Charter Communications ex-



Fresno State student Casey Goodman taped a 2010 YouTube video hoping Google Fiber would consider Fresno, Calif., as a test city for its ultra-high-speed broadband service.

pect to throw their hat and cash into the ring.

Still, some analysts see a lot more of this sort of thing on the horizon. The services planned in L.A. and in other U.S. markets "are direct consequences of the deployment of Google Fiber" in Kansas City; its network upgrade and service rollout in Provo, Utah; and the build-out set for mid-2014 in Austin, Texas, according to Carlos Kirjner, senior analyst with Sanford C. Bernstein.

In Austin, AT&T will tangle with Google Fiber using "U-verse GigaPower," an all-fiber network and service platform that will eventually hit speeds of 1 Gbps. Select areas reaching "tens of thousands of customer locations" will get it beginning next month.

In Mississippi, C Spire is gearing up for 1 Gig, announcing last week the nine cities that will be first in line for its bundle of new fiber-fed services starting in mid-2014. The standalone 1-Gig service will sell for \$80 per month, with bundled customers getting a \$10 discount.

Similar to Google Fiber's process, AT&T and C Spire will use a demand-based system to determine which parts of town will get services first.

In fact, in comments to *The Wire*, a C Spire spokesman called the locations "fiberhoods" — a term coined by Google Fiber.

Google Fiber may not take over the world, but its ideas just might.

— Jeff Baumgartner

Even FCC Confirmees Must Serve Jury Duty When D.C. Pool Calls

New Federal Communications Commission chairman and former National Cable & Telecommunications Association president Tom Wheeler said last week in his opening address to the FCC troops, as it were, that he had "all kinds of interesting relationships with his colleagues" for which he was grateful.

But one of them was a non-relationship. Wheeler told FCC staffers last week that he sat in a jury pool in D.C. while awaiting confirmation. But it was only afterward that he found out he had been sitting in front of fellow nominee-in-waiting Michael O'Rielly.

"It wasn't just that we got called into the same group, the cast of thousands," Wheeler told *The Wire*. "We were in the same courtroom, and I didn't know it was him."

Apparently O'Rielly was not similarly unaware. "We had breakfast a week later, and [O'Rielly said], 'I sat behind you in the jury room.'"

Wheeler said he didn't know why the commissioner did not identify himself at the time, but a source familiar with the non-meeting said O'Rielly was not actually close enough to chat up the chairman during their pooled experience.

Wheeler said that while both were eventually interviewed for the jury — for a medical malpractice case —



ISTOCK/THINKSTOCK

neither was chosen.

Wheeler's swearing-in last week had a Tinker to Evers to Chance quality about it. As acting chairwoman, Mignon Clyburn could swear in new commissioners — chairmen are also commissioners — so she swore in Wheeler.

Once Wheeler was chairman, he then swore in O'Rielly.

Because O'Rielly isn't chairman, he didn't get to swear in anyone.

— John Eggerton

'Thank You' to Vets Re-airs on INSP After Video Receives Honor

Inspiration Networks will re-air a veterans-themed original short video today, Veteran's Day (Nov. 11), after it received a prestigious honor from a national veterans group.

The video, *Thank You for Your Service*, was honored this past September by The United States of America Vietnam War Commemoration for its poignant portrayal of a Vietnam vet being honored by a grateful public for his service to the country.

The 2:30 video first debuted on the network in May

2012 as part of the short-form inspirational video series *Moments*, celebrating love, faith and valor in action through scripted, documentary, narrative and interview features. The video airs Monday at 2:14 p.m. (ET), during *Little House on the Prairie*.

During the commemoration ceremony in Arlington, Va., INSP received an official commemoration flag and certificate signed by Secretary of Defense Chuck Hagel and chairman of the Joint Chiefs of Staff Martin Dempsey in recognition of the video, which has also received more than 900,000 YouTube views over the past year.

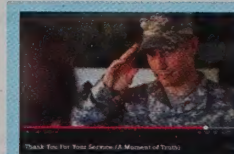
INSP officials said the network has donated 1,000 specially designed *Thank You for Your Service* videos for distribution to veterans around the country.

In addition, INSP is currently in production on another veterans-themed series, *Moments of Valor*, in collaboration with the Congressional Medal of Honor Foundation.

"Our goal has been to honor our veterans," INSP chairman and CEO David Cerullo said. "We are so gratified for the way this video has touched so many lives."

— R. Thomas Umstead

MORE ONLINE



Read about some cable networks' Veterans Day initiatives at multichannel.com/Nov11.

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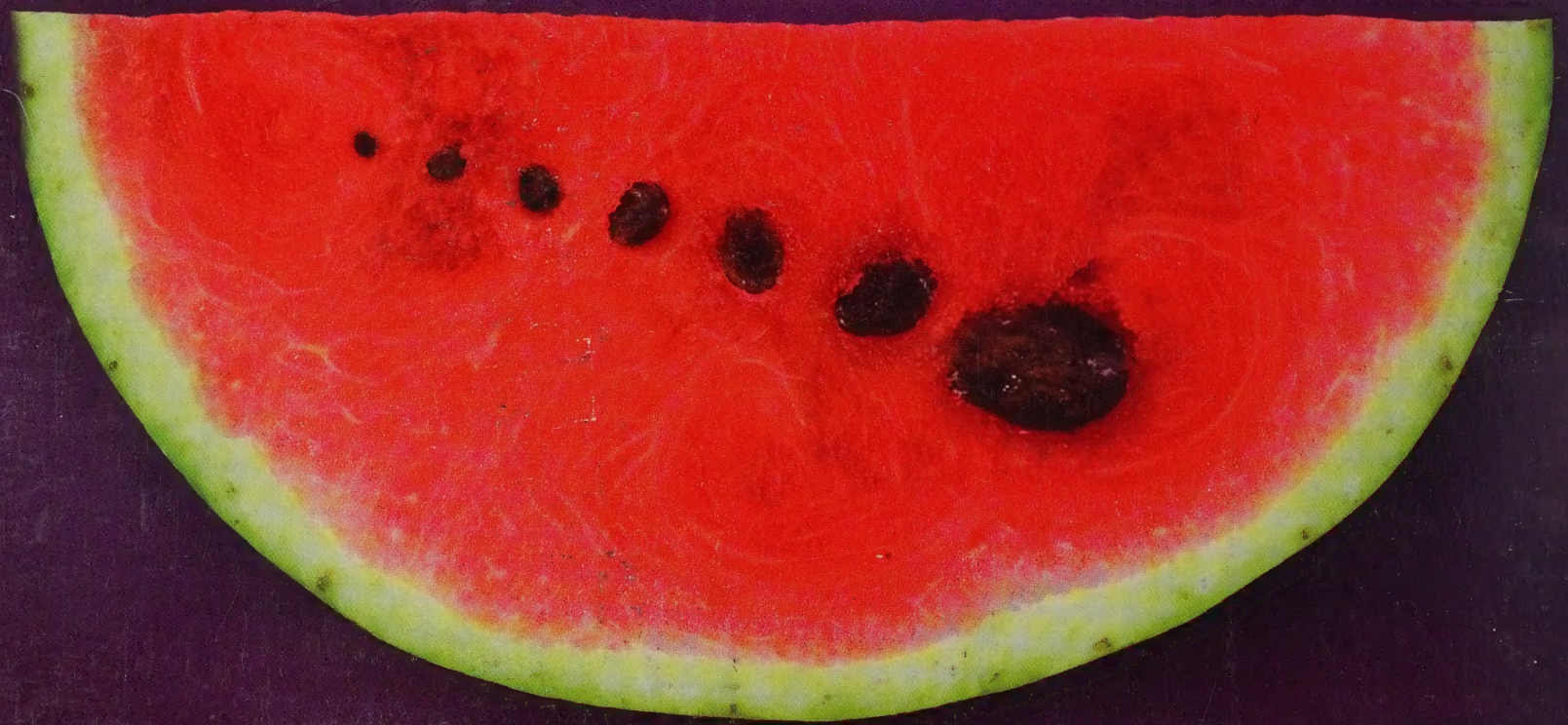
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